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**IMPACT OF COVID-19 PANDEMIC ON CORPORATE SOCIAL RESPONSIBILITY:  
THE EFFECT OF ALTERED CONSUMER BEHAVIOR**

Master's Thesis

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<p>Abstract</p> <p>Corporate social responsibility is increasingly emerging and discussed topic amongst both scholars and corporations. As the ongoing COVID-19 pandemic has forced both organizations and consumers alike to reshape their habits and behavior, the impact on CSR was seen inevitable. However, the studies and literature related to consequences of COVID-19 were not thoroughly studied. This creates a need for examining the impact of the pandemic on consumer behavior, in order to study how it affects the topic of CSR. The purpose of this thesis is to gain important knowledge as to how consumer behave towards corporations implementing CSR, focusing on the alterations caused by the current crisis.</p> <p>The theoretical framework of this research is formed around concept of CSR, consumer behavior and COVID-19 pandemic. The existing literature related to CSR emphasizes the role of Carroll's pyramid, triple bottom line, and the sustainable development goals of the UN. The framework utilizes consumer behavior from the perspective of attributes, influences, and consumer decision-making process. The COVID-19 pandemic was added to both these themes to offer the theory with current situation and timeliness, so that the impact could be studied.</p> <p>To collect data for the empirical analysis, a 27-question survey was formulated, utilizing both structured and open-ended questions. This survey was targeted at Business School students and graduates in Finland, receiving 202 responses. In order to analyse this data, the researcher utilized both quantitative statistical analyses and qualitative content analysis. This was to gain more insights to the topic than either of the methods could individually provide. The analyses showed which consumer behavior and CSR attributes the respondents are favouring in terms of their consumption habits, information search, consumer decision-making process, and which kind of responsibilities, actions, and motives they assessed as the most important factors in terms of implementing CSR. Additionally, the qualitative content analysis provided categorized data as to how the respondents behave as consumers, how the pandemic has altered their behavior, and whether or not they would be willing to support corporations not engaging in CSR actions, and would they be willing to pay more for CSR-friendly products.</p> <p>This thesis provided both theoretical contributions and managerial implications. The theoretical framework was adjusted and corrected by utilizing the results from both the quantitative and qualitative analyses. Thus, it consists of CSR initiatives, COVID-19 pandemic, and consumer behavior. Additionally, the managerial implications benefit organizations by offering insights as to how consumers behave towards CSR, which CSR factors are valued the most, and what kind of perspectives and opinions consumers have regarding corporations engaging in CSR. Lastly, the reliability, validity, and generalizability of the study, as well as the evaluation of the research, was assessed, together with discussing the limitations of the research and presenting research proposals for further research.</p>			
Keywords <b>corporate social responsibility, consumer behavior, COVID-19 pandemic.</b>			
Additional information			

## TABLE OF CONTENTS

<b>1</b>	<b>INTRODUCTION.....</b>	<b>9</b>
1.1	Choice of topic and research gap.....	9
1.2	Goal of the thesis and research question.....	10
1.3	Research methodology .....	12
1.3.1	Literature review .....	12
1.3.2	Integrative literature review .....	13
1.3.3	Research implementation and process .....	14
1.4	Key concepts of research .....	16
1.5	Structure of the thesis .....	17
<b>2</b>	<b>CORPORATE SOCIAL RESPONSIBILITY AND CONSUMER BEHAVIOR DURING COVID-19 PANDEMIC.....</b>	<b>19</b>
2.1	COVID-19 pandemic .....	19
2.2	Corporate social responsibility .....	21
2.2.1	Relation to sustainable development goals .....	22
2.2.2	Triple bottom line .....	23
2.2.3	Drivers for CSR .....	25
2.2.4	Economic performance during COVID-19.....	26
2.2.5	Role of CSR during COVID-19.....	27
2.3	Consumer Behavior .....	28
2.3.1	Connection to corporate social responsibility.....	29
2.3.2	Consumer responsibility .....	30
2.3.3	General factors affecting consumer behavior .....	31
2.3.4	Impact of COVID-19 pandemic on consumer behavior .....	32
2.3.5	Consumption displacement.....	34
2.3.6	Consumer decision-making process .....	36
2.3.7	Influences on consumer decisions .....	38

2.4	Theoretical model for the empirical examination .....	43
3	RESEARCH METHODOLOGY .....	45
3.1	Methodological approach .....	45
3.2	Hypotheses .....	47
3.3	Research methods.....	48
3.4	Formulation of the questionnaire .....	49
3.5	Data gathering .....	54
3.6	Data analysis techniques.....	57
3.6.1	The descriptive statistics and reliability analysis.....	57
3.6.2	Qualitative content analysis process .....	61
3.7	Results of the analysis .....	63
3.7.1	Description of the sample .....	63
3.7.2	Consumer behavior attributes .....	68
3.7.3	Impact of COVID-19 on consumer behavior.....	72
3.7.4	Perceptions of corporate social responsibility .....	75
3.7.5	Impact of corporate social responsibility on consumer behavior ...	82
3.7.6	Results of the qualitative content analysis .....	91
3.8	Discussion.....	97
4	CONCLUSION .....	99
4.1	Answer to the research question.....	99
4.1.1	Impact of COVID-19 pandemic on CSR in terms of altered consumer behavior.....	99
4.1.2	Impact of COVID-19 pandemic on consumer behavior .....	100
4.1.3	Consumer behavior and perceptions towards organizations implementing CSR .....	101
4.2	Theoretical contributions .....	102
4.2.1	Consumer behavior during COVID-19 pandemic .....	105
4.2.2	Impact of corporate social responsibility .....	106

<b>4.3 Managerial implications .....</b>	<b>107</b>
<b>4.4 Reliability, validity, and generalizability of the research .....</b>	<b>109</b>
<b>4.5 Limitations to the research and proposals for further research.....</b>	<b>111</b>
<b>4.6 Evaluation of the research.....</b>	<b>113</b>
<b>REFERENCES.....</b>	<b>115</b>

## **APPENDICES**

<b>Appendix 1 Accompanying the message to participate in the survey (first wave) .....</b>	<b>127</b>
<b>Appendix 2 Survey questionnaire to the Business School students in Finland .....</b>	<b>128</b>
<b>Appendix 3 Descriptive statistics of Consumer behavior attributes .....</b>	<b>136</b>
<b>Appendix 4 Descriptive statistics of the CSR attributes .....</b>	<b>137</b>
<b>Appendix 5 Kruskal-Wallis tests .....</b>	<b>138</b>
<b>Appendix 6 One-way ANOVA of the Consumer behavior attributes .....</b>	<b>139</b>
<b>Appendix 7 One-way ANOVA of the CSR attributes .....</b>	<b>141</b>
<b>Appendix 8 Cronbach's Alpha and reliability analysis of consumer behavior attributes ..</b>	<b>143</b>
<b>Appendix 9 Cronbach's Alpha and reliability analysis of corporate CSR attributes .....</b>	<b>144</b>
<b>Appendix 10 Pearson's correlation between sum variables of consumer behavior and CSR .....</b>	<b>145</b>
<b>Appendix 11 Cronbach's Alpha results for sum variables utilized in CFA and SEM .....</b>	<b>146</b>
<b>Appendix 12 Fit indices for the Mplus model.....</b>	<b>147</b>
<b>Appendix 13 Qualitative content analysis in NVivo (support of non-CSR corporations = NO) .....</b>	<b>148</b>
<b>Appendix 14 Qualitative content analysis in NVivo (support of non-CSR corporations = DEPENDS).....</b>	<b>149</b>
<b>Appendix 15 Qualitative content analysis in NVivo (support of non-CSR corporations = YES) .....</b>	<b>150</b>
<b>Appendix 16 Qualitative content analysis in NVivo (willingness to pay more = YES) .....</b>	<b>151</b>
<b>Appendix 17 Qualitative content analysis in NVivo (willingness to pay more = NO) .....</b>	<b>152</b>

## TABLE OF FIGURES

Figure 1. Illustration of the goal of the research. ....	11
Figure 2. . The literature review process of the theoretical framework. (Adapting: Salminen, 2011 & Fink, 2005, p. 54).....	15
Figure 3. Monthly and cumulative amount of people infected with COVID-19. (Adapting: WHO Dashboard of COVID-19, 2021).....	20
Figure 4. Monthly and cumulative amount of people dead due to COVID-19. (Adapting: WHO Dashboard of COVID-19, 2021).....	21
Figure 5. Triple bottom line and the 3Ps with their related aspects. (Adapting: Uddin, Hassan & Tarique, 2008 pg. 204-205 via Książak & Fischbach, 2018; Elkington, 1994). ....	24
Figure 6. The three phases of consumer behavior during COVID-19 and its immediate effects on consumer behavior. (Adapting: Kirk & Rifkin, 2020; Sheth, 2020). ....	34
Figure 7. The traditional consumer purchase decision process funnel (Adapting: Stankevich, 2017). ....	36
Figure 8. Internal influences on decisions from perspective of hierarchy of needs. (Adapting: Maslow, 1943; McLeod, 2007). ....	39
Figure 9. Differences between Horizontal and Vertical cultures. (Adapting: Shavitt & Cho, 2016). ....	41
Figure 10. Summary of factors influencing consumer decision-making process and therefore consumer behavior. ....	43
Figure 11. The theoretical model representing impact of COVID-19 on CSR and the effect of altered consumer behavior on CSR. (Adapting: Khan, Kasliwal & Joshi, 2017; Carroll, 1979; Elkington, 1994). ....	44
Figure 12. Summary of qualitative content analysis process.....	62
Figure 13. Summary of the gender division. ....	63
Figure 14. The age division of the respondents.....	64
Figure 15. Geographical distribution of respondents by place of residence. ....	65
Figure 16. Summary of Universities in which respondents study. ....	65
Figure 17. Major subject of studies. ....	66
Figure 18. Summary of respondents' year of studies. ....	67
Figure 19. Summary of respondents' level of graduation.....	67
Figure 20. CFA of consumer behavior and corporate social responsibility. ....	90
Figure 21. Empirical model between consumer behavior and corporate social responsibility (SEM). ....	91
Figure 22. The adjusted theoretical model of impact of COVID-19 pandemic on CSR through the altered consumer behavior.....	104

## **TABLES**

<b>Table 1. Motives and their relation to respective emotions as internal influencer of consumer behavior. (Adapting: Rossiter &amp; Percy, 1987 &amp; 1991.).....</b>	<b>40</b>
<b>Table 2. A summary of factors and questions related to the survey questionnaire with their respective previous studies. (Full references of citations in the Reference section).....</b>	<b>51</b>
<b>Table 3. Test of Normality for consumer behavior attributes.....</b>	<b>58</b>
<b>Table 4. Test of Normality for corporate social responsibility attributes. ....</b>	<b>59</b>
<b>Table 5. Crosstabulation between year of studies and price as consumer behavior attribute. ....</b>	<b>69</b>
<b>Table 6. Crosstabulation between year of studies and quality as consumer behavior attribute. ....</b>	<b>70</b>
<b>Table 7. Crosstabulation between year of studies and practicality as consumer behavior attribute. ....</b>	<b>70</b>
<b>Table 8. Crosstabulation between year of studies and necessity as consumer behavior attribute. ....</b>	<b>71</b>
<b>Table 9. Crosstabulation between year of studies and Internet as consumer behavior attribute. ....</b>	<b>71</b>
<b>Table 10. Crosstabulation between year of studies and typical consumer behavior under normal circumstances. ....</b>	<b>73</b>
<b>Table 11. Crosstabulation between year of studies and reduction of movement during COVID-19 pandemic. ....</b>	<b>73</b>
<b>Table 12. Crosstabulation between year of studies and impact of COVID-19 on consumer behavior. ....</b>	<b>74</b>
<b>Table 13. Crosstabulation between the year of studies and consumption in physical and online stores.....</b>	<b>74</b>
<b>Table 14. Crosstabulation between the year of studies and knowledge of corporate social responsibility.....</b>	<b>75</b>
<b>Table 15. Crosstabulation between the year of studies and importance of corporate social responsibility.....</b>	<b>76</b>
<b>Table 16. Crosstabulation between year of studies and economic responsibility. ....</b>	<b>77</b>
<b>Table 17. Crosstabulation between year of studies and legal responsibility. ....</b>	<b>77</b>
<b>Table 18. Crosstabulation between year of studies and ethical responsibility.....</b>	<b>78</b>
<b>Table 19. Crosstabulation between year of studies and philanthropic responsibility.....</b>	<b>79</b>
<b>Table 20. Crosstabulation between year of studies and acting by law. ....</b>	<b>79</b>
<b>Table 21. Crosstabulation between year of studies and quality products. ....</b>	<b>80</b>
<b>Table 22. Crosstabulation between year of studies and employee care.....</b>	<b>80</b>

<b>Table 23. Crosstabulation between year of studies and environment. ....</b>	<b>81</b>
<b>Table 24. Crosstabulation between year of studies and impact of CSR actions on consumer behavior. ....</b>	<b>82</b>
<b>Table 25. Crosstabulation between year of studies and willingness to support non-CSR implementing organizations. ....</b>	<b>83</b>
<b>Table 26. Crosstabulation between year of studies and willingness to pay more for products made by organizations implementing CSR. ....</b>	<b>84</b>
<b>Table 27. Crosstabulation between year of studies and customer attraction as a motivational attribute to engage in CSR. ....</b>	<b>84</b>
<b>Table 28. Crosstabulation between year of studies and corporate image as a motivational attribute to engage in CSR. ....</b>	<b>85</b>
<b>Table 29. Crosstabulation between year of studies and improving profitability as a motivational attribute to engage in CSR. ....</b>	<b>86</b>
<b>Table 30. Crosstabulation between year of studies and perceptions of corporate image and reputation as a result of achieving CSR. ....</b>	<b>86</b>
<b>Table 31. Fit indices and construct reliabilities of the model. ....</b>	<b>91</b>



## **1 INTRODUCTION**

This research studies the impact of the ongoing COVID-19 pandemic, and thus altered consumer behavior, on corporate social responsibility (CSR). In the first chapter the reader is introduced to the topic itself. Therefore, the chapter will also present the justifications for the choice of topic, by presenting its timeliness, as well as the research gap. The research questions are also presented in the introduction chapter, as well as the goal of this research. The introduction will end in description of the structure of this research, as well as the explanations to the key concepts.

The topic itself is inspired by the ongoing COVID-19 pandemic and its effects on the current businesses. Therefore, the timeliness of it is apparent, as the pandemic is affecting countless organizations and consumers alike, due to the imposed lockdowns and restrictions. Furthermore, the research gap and the topic spurs from the reports and research conducted by various companies, such as Ernst & Young, Accenture, McKinsey & Company, Deloitte, and PwC, which each have recognized the impact of COVID-19 pandemic on consumer behavior.

### **1.1 Choice of topic and research gap**

Corporate social responsibility (CSR) is a very timely and researched topic in the current scientific literature, which is highlighted by over 14 500 search results in the database of Oula-Finna after 2018 with settings of peer reviewed and full text applied. Whilst there is no universal, exact definition of CSR (Kot, 2014) the concept of corporate responsibility has been around for from as early as 1930s (Carroll, 1979). Hence, its impact of businesses these days is without a question relevant at the very least. Crowther and Aras (2008, p. 10) emphasize the meaning of CSR as increase in the social good of the surrounding areas and stakeholders, as well as the society as a whole, as a direct result of the company engaging in its business activities. Hence, it can be understood as an approach to sustainability where organizations engage in business activities, simultaneously considering the environmental, economic, and social standards (Montiel, 2008 via Schönherr, Findler & Martinuzzi, 2017).

The same timeliness applies to the topic of consumer behavior, as the database of Oula-Finna found over 18 800 results with the same settings of peer reviewed and full text availability. The most fundamental shift in consumer behavior is the result of increased online presence in comparison to non-pandemic times (Baicu, Gârdan, Gârdan & Epuran, 2020) which according to Donthu and Gustafsson (2020) results from the immediate effects of lockdowns and social distancing. Therefore, the changes to consumer behavior together with the linkage between the topics of CSR and consumer behavior open a chance for a research to be conducted.

In addition, as the ongoing COVID-19 pandemic has drastically changed the businesses, as well as the economies, as the governments have been forced to limit the movement of people. Thus, a research on how the pandemic has affected, and affects, consumer behavior and therefore organizational performance from the perspective of CSR would fill this research gap of the *unknown connection between consumer behavior and organization's engagement in corporate social responsibility during the COVID-19 pandemic*.

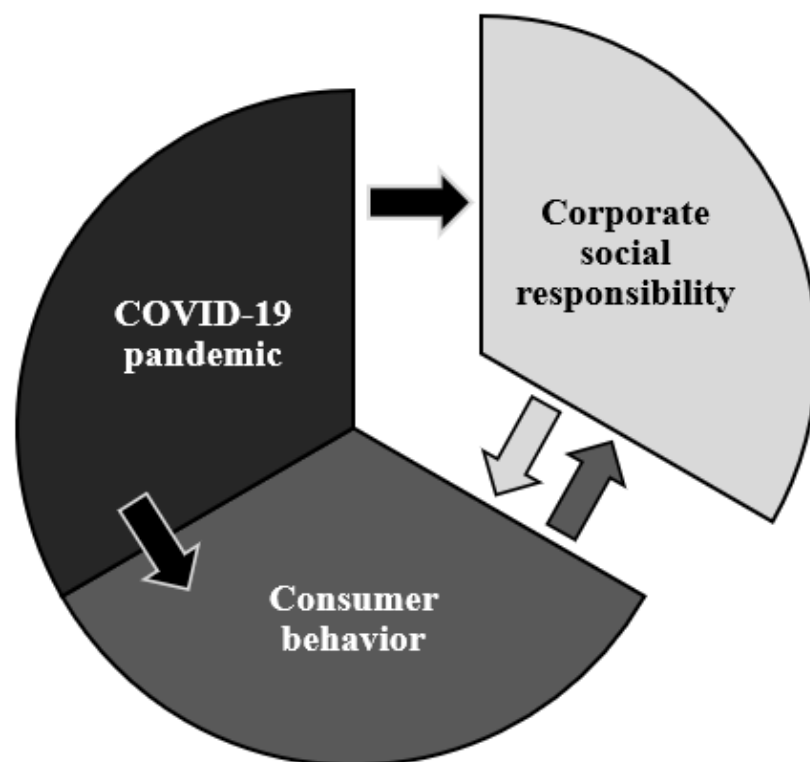
Regardless of the timeliness and importance of the topic, the relations between COVID-19, corporate social responsibility and consumer behavior together have not been studied so far. Additionally, the research and studies related to the topic of this thesis only focus on the relations between two thirds of the factors, for example COVID-19 and consumer behavior, or consumer behavior and corporate social responsibility. Thus, the impact of the first two factors together on the latter requires studying as the relation between them could provide significant competitive advantage for organizations during COVID-19 pandemic.

## **1.2 Goal of the thesis and research question**

This research studies the impact of the ongoing COVID-19 pandemic on corporate social responsibility due to the altered consumer behavior. Thus, it aims to form a theoretical framework based on corporate social responsibility and consumer behavior, whilst integrating characteristics formed by the pandemic. The framework itself is utilized in the formulation of the survey, which will then be used in the quantitative research and deductive approach of empirical examination (positivist epistemology).

As the research begins with a literature review on the topic, it also assesses the previous studies and research on the topic, combining their theories into a coherent theoretical framework, so that an existing theories can be utilized. The goal of this thesis is to therefore find the relations between COVID-19 pandemic and corporate social responsibility, as well as between the pandemic and consumer behavior, thus showcasing the relation between corporate social responsibility and altered consumer behavior.

From the managerial implications point of view, the aim is to provide organizations and managers with the knowledge on how the CSR management and principles within the organization can affect – and are perceived by – the altered consumer behavior, especially in times of pandemic. This in turn helps organizations to enhance their performance during crises, whilst further implementing CSR to meet the requirements of their consumers.



**Figure 1. Illustration of the goal of the research.**

Based on the goal of the thesis, the main research question is:

*What is the impact of COVID-19 pandemic on corporate social responsibility as a result of altered consumer behavior and perceptions?*

In order to be able to answer the main research question and fulfill the goal of the thesis, two sub research questions are identified:

*How has the COVID-19 pandemic affected consumer behavior?*

*How do consumers behave towards organizations implementing corporate social responsibility?*

### **1.3 Research methodology**

This chapter examines the research methodology related to the theoretical part of the thesis. The theoretical framework for the research is based on the methods of integrative literature review, therefore a thorough explanation of literature review as a process is necessary. The research methodology for the empirical research, which utilizes the theoretical framework, will be explained in chapter 3.

#### **1.3.1 Literature review**

The research begins with a literature review on the topic, which forms the theoretical foundation for the latter part of the research. Literature review is based on finding and studying the already existing studies which in turn forms the basis for further studies (Salminen, 2011). In addition, Baumeister and Leary (1997) describe numeral reasons for the conducting of literature review, five of which are easily recognizable. Firstly, it allows for new theories to spur from the combination of previous theoretical frameworks and concepts (Salminen, 2011). Secondly, it is a way of reviewing existing theories, which instead of creating new theories is utilized in justification of the interpretation of these theories. Thirdly, Baumeister and Leary (1997) highlight the role of literature review in the formation of the current state analysis of the studied phenomenon, by creating the theoretical framework for existing studies to a study of

the current phenomenon. Salminen (2017) agrees by emphasizing this as one of the main three categories of literature review. Fourthly, it allows for the recognition of both the research gap and research problems, which are vital for further research, which are being conducted later in this study. Lastly, the literature review allows the researcher to conduct a research on the theoretical progression of a certain phenomenon by studying certain literature on its history.

Therefore, the structure of the literature review section of this research follows the seven-steps described by both Fink (2005) and Salminen (2017). Thus, it begins with the formation of the main research question, followed by the sub research questions which are utilized when answering the main research question. After this the studied literature is chosen, as well as the databases from which the knowledge for the literature review will be gathered. Third step focuses on narrowing the literature by choosing suitable research terminology, which helps the researcher to recognize the relevant literature and information for the purpose of the research. In order to guarantee the quality of the literature being reviewed, step four sets certain criteria for the search results, for example peer reviewed articles. Fifth step helps the researcher screen the results from fourth step with scientific criteria in order to further narrow the results. Sixth step of this literature review forms the theoretical synthesis for the research. (Salminen, 2011.)

### 1.3.2 Integrative literature review

According to Torraco (2005, pg. 356-357) integrative literature review is a way of assessing, as well as criticizing, already existing literature, articles, and research, creating new perspectives and information regarding the topic. Whilst integrative literature is not the main method behind the completion of this research, it is utilized in the creation of the theoretical foundation for the actual research. This allows for an extensive studying of both CSR and consumer behavior, using scientific articles. This is the basis for the research conducted in chapters four and five, working as the justification.

As the topics of both CSR and consumer behavior are heavily studied throughout their existence, the purpose of the theoretical framework is to focus on newer literature

related to the topic, keeping in mind the ongoing COVID-19 pandemic. This also allows for the unification of the topics, which regardless of their connections are individual concepts. Furthermore, this allows for the collection of extensive amount of information and literature, which can be utilized in the creation of new information from already existing data (Salminen, 2011). It also provides the reader with comprehensive understanding of the topic being studied, which according to Evans (2008) is one of the basic principles behind integrative literature review and further studies. Lastly, the integrative literature review allows for collection of various literature types into same research, which offers multiple perspectives the chance of being utilized (Whittemore, 2008). The theoretical framework of this research is mainly focused on peer reviewed scientific articles that have been assessed through plum-metrix.

### 1.3.3 Research implementation and process

The literature review part of this research is based on the seven-step categorization of literature review by Fink (2005) presented by Salminen (2011). Firstly, it begins with the setting of the research question and sub research questions, after which it moves to the selection of the databases utilized for data collection. Third step focuses on the selection of proper terminology based on the research topic, in order to narrow the results of data searching to match the relevant literature. The next two steps (four and five) focus on the screening of the literature: setting certain framework for the pruning of the search results, followed by screening of the high-quality literature material with certain scientific criteria. The last step utilized in the formation of this theoretical framework uses integrative synthesis. (Salminen, 2011.) The integrative literature review of this research is described in the below figure 2.

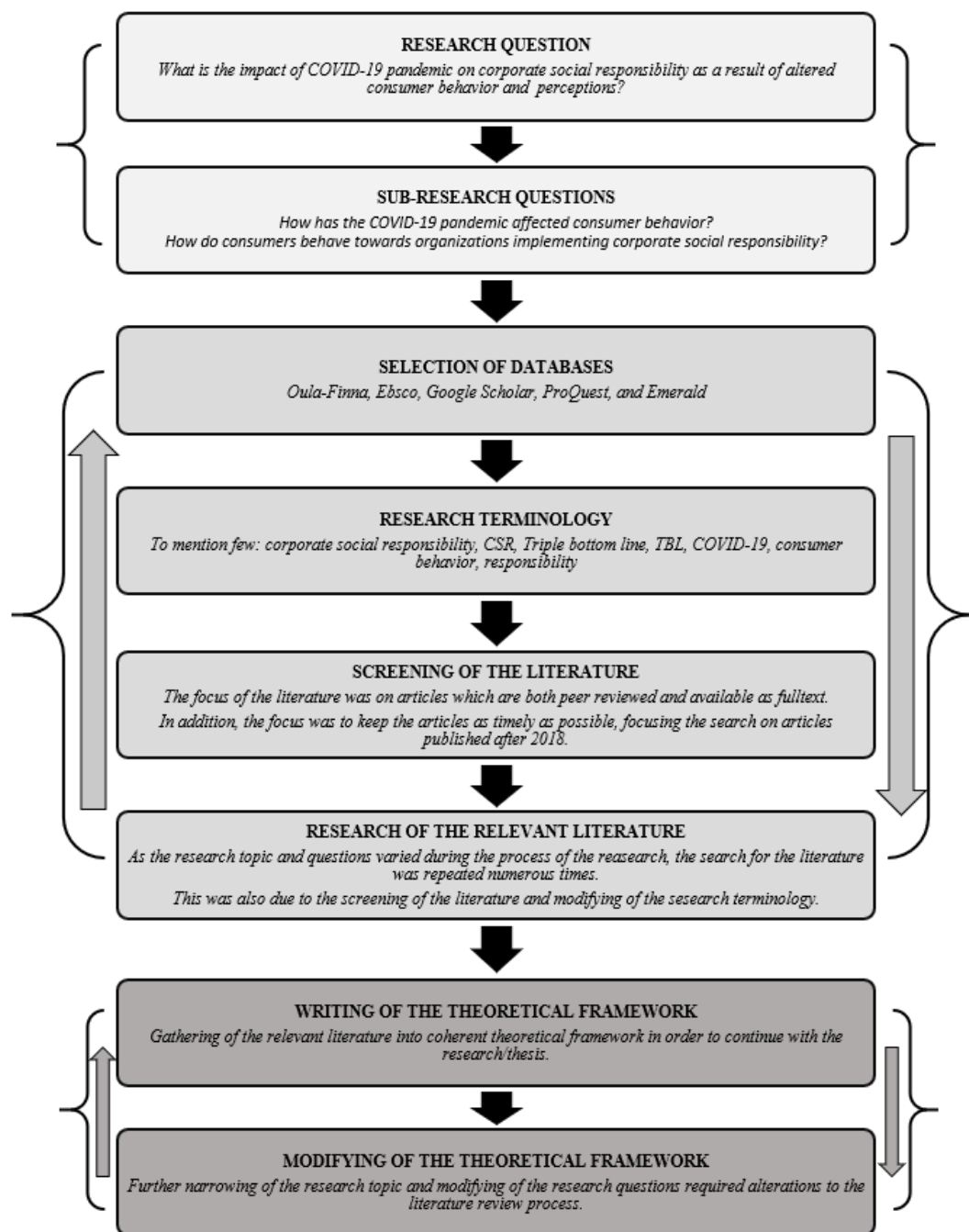


Figure 2. . The literature review process of the theoretical framework. (Adapting: Salminen, 2011 & Fink, 2005, p. 54)

## 1.4 Key concepts of research

The key concepts of this research are *corporate social responsibility (CSR)*, *COVID-19 pandemic*, *consumer behavior*, *Carroll's pyramid*, *Triple bottom line (TBL)* and *sustainable development goals (SDGs)*. The abbreviation of UN in the research stands for United Nations.

*Corporate social responsibility (CSR)*: According to Investopedia (2020) corporate social responsibility (CSR) is a model of self-regulating business which helps organizations to be socially accountable to itself, as well as both its stakeholders and the society around it. However, Kot (2014) acknowledges the lack of an agreed definition to the concept of CSR. Yet, Crowther and Aras (2008, pg.10) propose that CSR is the increase of social good in a way which exceeds the requirements of regulation and legislation. In addition, Gond, Akremi, Swaen and Babu (2017) emphasize CSR to take into account the economic, social, and environmental aspects.

*COVID-19 pandemic*: A pandemic outbreak which started in November 2019 and has since spread globally. It's caused by an infectious disease caused by coronavirus and spread primarily through droplets and saliva. (WHO, 2021.)

*Consumer behavior*: Consumer behavior focuses on the study of consumers and their habits of consumption in the given market and product category. Thus, it refers to both the actions and the underlying motives of consumers. (Cole, 2007, p. 307.)

*Carroll's pyramid*: One of the most influential models related to corporate social responsibility (CSR) (Baden, 2016). Created by Carroll (1979) and it consists of four levels/categories of responsibilities that organizations can achieve depending on their actions. They are economic, legal, ethical, and so-called discretionary responsibilities (Carroll, 1979).

*Triple bottom line (TBL)*: A way of measuring the level of corporate social responsibility in terms of economic, social, and environmental perspectives. Therefore, it takes into account people, profit, and planet in terms of organizational performance, making it easier to assess one's sustainability. (Investopedia, 2020.) It



can be viewed as a framework for sustainability and sub-context of CSR (Harvard Business Review, 2018).

*Sustainable development goals (SDGs):* The goals of achieving the 2030 agenda for sustainable development, which are adopted by the United Nations member states. They are an urgent call for countries to act towards sustainability. The 17 SDGs go as follows: *no poverty; zero hunger; good health and well-being; quality education; gender equality; clean water and sanitation; affordable and clean energy; decent work and economic growth; industry, innovation, and infrastructure; reduced inequalities; sustainable cities and communities; responsible consumption and production; climate action; life below water; life on land; peace, justice and strong institutions; and partnership for the goals.* (United Nations, 2020.)

## **1.5 Structure of the thesis**

The introduction of this thesis is followed by the theoretical framework of the topic, which consists of corporate social responsibility and consumer behavior. Therefore, the chapter 2 presents the theoretical framework related to COVID-19 pandemic, concept of corporate social responsibility, and consumer behavior, thus answering the sub research questions from theoretical perspective.

After the theoretical framework, the thesis moves to chapter 3 to introduce the research methodology and empirical examination. This chapter describes the methodology and justifies it, as well as utilizes the theoretical framework in the formulation of the questionnaire. The data gathering and analysis methods will also be explained. The chapter 3 will also describe the data analysis and the results of the empirical examination. Therefore, the data analysis is mainly focused on the statistical (quantitative) analyses, but also describes some qualitative features for the empirical results. Finally, chapter 4 presents the discussion related to the results.

Lastly, chapter 4 presents the conclusion of the thesis itself, answering the research questions. Furthermore, the conclusion will also include both theoretical and managerial implications of the study. Additionally, the reliability, validity, and generalizability of this research will be discussed, together with the limitations of this

research and further research propositions. The thesis will end in an evaluation of the research and its processes.

## **2 CORPORATE SOCIAL RESPONSIBILITY AND CONSUMER BEHAVIOR DURING COVID-19 PANDEMIC**

This chapter forms the theoretical framework for the research by combining the theories around both the corporate social responsibility and consumer behavior. It starts with description regarding the ongoing COVID-19 pandemic, in order to give the reader a basic information about the pandemic itself. This is followed by the examination of theories and literature focused on corporate social responsibility, focusing on its sub-concepts and the impact of COVID-19 pandemic. After this the chapter moves to consumer behavior, where emphasis is put on opening up the concept of consumer behavior itself and the factors affecting it. Lastly, the chapter presents the theoretical framework which is utilized in the formation of hypotheses.

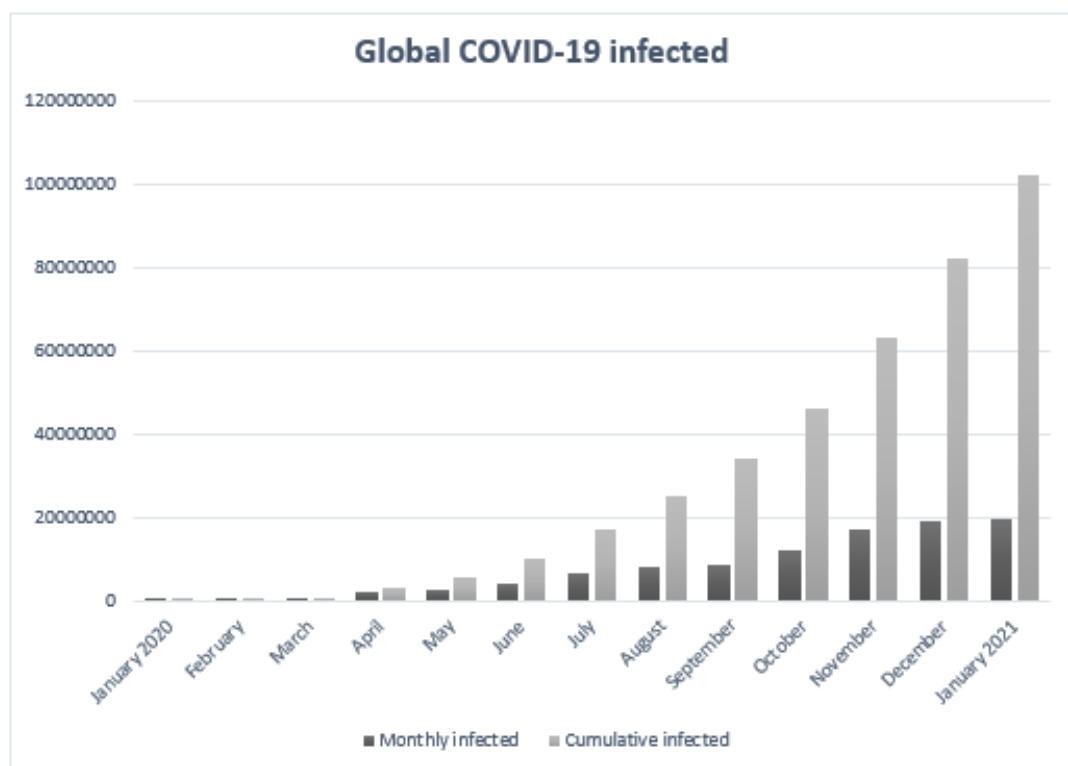
### **2.1 COVID-19 pandemic**

The ongoing COVID-19 pandemic, in other words novel coronavirus disease 19 pandemic, is caused by SARS-CoV-2 virus, which was discovered in the end of 2019. The reason for its deadliness and severeness lies within the fact that humanity does not possess any antiviral therapies nor vaccines to combat it. Therefore, nations and societies have been forced to opt for alternative strategies in order to cope with the situation, resulting in social distancing, lockdowns, and remote working. (Tran, Ha, Nguyen, Vu, Hoang, Le...Ho, 2020.) Additionally, in order to reduce the risk and amount of transmissions WHO (World Health Organization) has issued a recommendation of several hygiene and personal practices such as utilization of hand sanitizers and face masks in order to slow down the pandemic (Yan, Shin, Pang, Meng, You..., Pang, 2020).

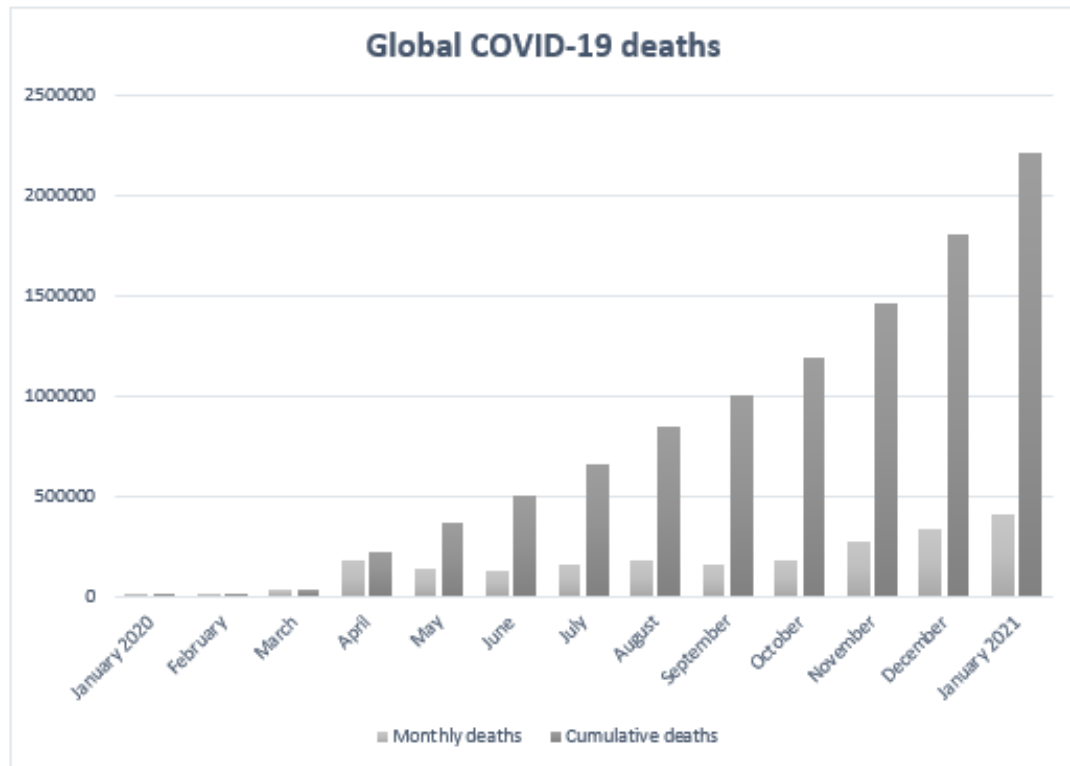
Yan et al. (2020) also highlight the role of human-to-human transmission in the rapid spreading of the disease, as according to WHO the basic reproduction number causes a host to infect more humans than the number of hosts. In other words, the reproduction number defines how many people one infected person can infect, which forms the basis for understanding the need for social distancing and other measures to combat the pandemic (Yan et al., 2020). Additionally, WHO (2021) emphasizes how the COVID-19 virus spreads primarily through droplets or discharge from the nose of the

infected person through coughs or sneezes, thus highlighting the role of proper respiratory etiquette.

To further illustrate the magnitude and progress of the pandemic, below figures 3 and 4 are created according to the information available regarding the number of infected and dead according to WHO as of February 2021. This emphasizes the role of the ongoing COVID-19 pandemic and issues related to both individuals and businesses, as it shows no signs of relieving in the near future. For instance, people have reduced their daily movement due to the spread of the virus, as well as the lockdowns. Hence, this will ultimately have an impact on individual behavior, such as consumer behavior. Therefore, understanding the development and progress of the pandemic in numbers is vital in order to understand its effects on consumers and their behavior. Additionally, it is important to understand the impact on organizations and companies as well, as they are trying to tackle the altered consumer behavior, for example through corporate social responsibility.



**Figure 3. Monthly and cumulative amount of people infected with COVID-19. (Adapting: WHO Dashboard of COVID-19, 2021).**



**Figure 4. Monthly and cumulative amount of people dead due to COVID-19. (Adapting: WHO Dashboard of COVID-19, 2021).**

## 2.2 Corporate social responsibility

Whilst the concept of corporate social responsibility (CSR) has been around from the early 20<sup>th</sup> century, and one of its most influential models to this day is the Carroll's pyramid, which represents the four levels of responsibility. It emphasizes the categorization of CSR into economic, legal, ethical, and discretionary responsibilities, by which the businesses can be measured. (Carroll, 1979.) However, the conception of CSR has been updated to reflect the increase in power which the businesses of today possess in our societies (Baden, 2016). That being said, the Carroll's pyramid portrays the four categories emphasizing that they are not mutually exclusive, nor do they work cumulatively. Instead, they aim to describe the fundamental role of the given business activity based on their importance for the organization and business in general. Thus, it only helps us categorize certain motives and actions. (Carroll, 1979.)

This research utilizes the categorization of Carroll's pyramid as a framework for the topic of CSR whilst modernizing it using recent literature. Therefore, first of the four levels and their contents consist of *economic responsibilities* which emphasize the role of businesses as economic units in our societies, as well as their responsibility to increase the profitability of their shareholders. Secondly, the *legal responsibilities* extend the role of businesses as economic systems by introducing rules and regulations, which in fact are required in addition to the economic responsibilities. Thirdly, Carroll's pyramid proposes that organizations should also meet the requirements of *ethical responsibilities* that go beyond the regulation and legislation. This way the level of CSR can be measured by what is expected from the organizations, rather than what ought to be according to law. This way organizations have to take into consideration the surrounding societies which can go far above the legal requirements. Lastly, the so-called discretionary (philanthropic) responsibilities emphasize the role of individual judgement and freedom of choice, which goes beyond the ethical responsibilities coming from the society as a whole. Therefore, they are not necessary for the success of the organization but can in some cases offer competitive advantage. (Carroll, 1979.)

Interestingly, Carroll has based the ideology behind the responsibilities on the assumption that economic responsibilities are the foundation of other responsibilities, as without profitability businesses would not be able to exist (Carroll, 1979; Baden, 2016). Although Baden (2016) admits the general view to advocate the role of economic responsibilities having the highest priority. However, Baden (2016) continues that if businesses cannot maintain their profitability without compromising the legal and ethical responsibilities, they should not exist in the first place, making the Carroll's (1979) prioritization of the responsibilities obsolete. In addition, seeing as the ongoing COVID-19 pandemic has forced countries to shut down their economics and businesses on a global scale (Feldman, 2020), the question regarding the prioritization of economic responsibilities is apparent (Baden, 2016).

### 2.2.1 Relation to sustainable development goals

As CSR is one way for organizations to address the issues related to sustainability, they are often tackled through direct actions towards the United Nation's (UN)

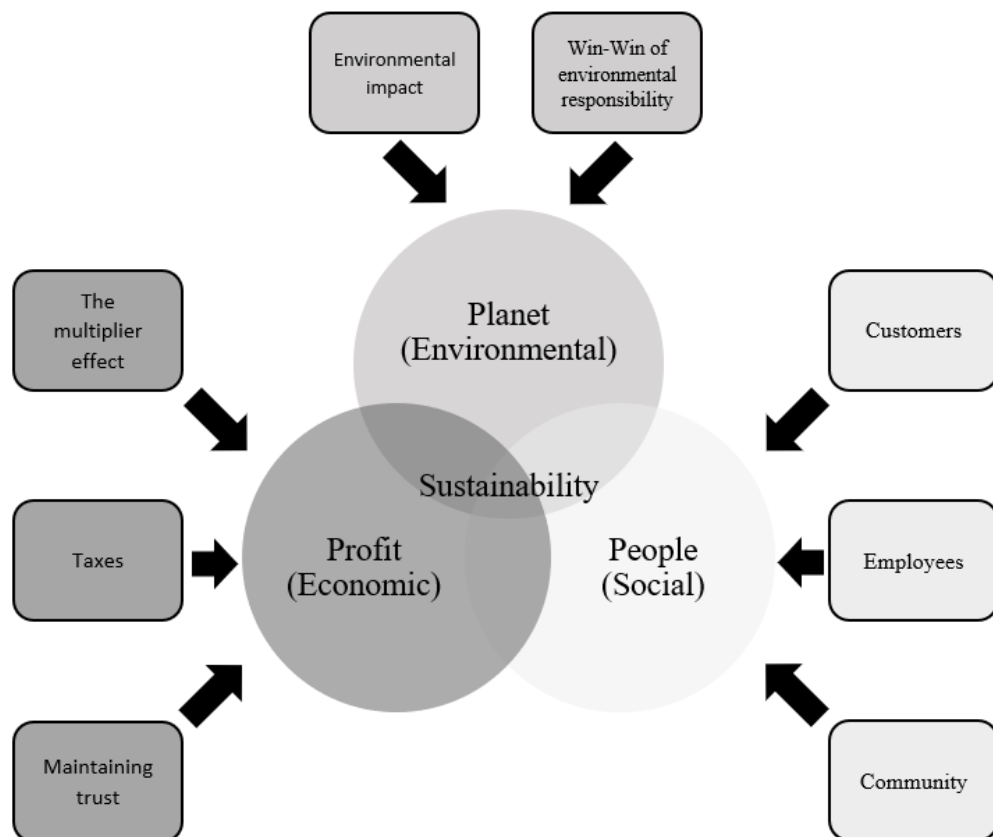
sustainable development goals (SDGs) (United Nations, 2020). Therefore, companies have a key role in delivering these goals, along with governments and societies as a whole. Schönherr et al. (2017) recognize three distinct ways for organizations to link CSR and SDGs. First of all, they offer companies with tools of addressing sustainable development issues with targets relevant for businesses. Secondly, they are a common set of goals which link multiple stakeholder groups together. Lastly, as the SDGs are used to acknowledge the nature of sustainable development issues, they can help to improve CSR activities by identifying leverages and mitigating negativities. (Schönherr et al., 2017.)

Additionally, as CSR is an obligatory presumption towards businesses and organizations to behave according to the comprehensive goals of society, it is directly linked to the concept of sustainable development, thus SDGs (Martinuzzi & Krumay, 2013 via Schönherr et al., 2017). Other key factors intertwining CSR and SDGs together consists of stakeholder value chains and business environments, which are a formation of systematic linkages and interdependencies. Furthermore, as companies are often gradually increasing their improvements towards social, environmental, and economic performances through CSR, the connection to sustainable development is apparent. (Schönherr et al., 2017.) On the other hand, Milne and Gray (2013 via Schönherr et al., 2017) recognize the issue related to assumptions of CSR actions directly resulting in sustainable development contribution, as CSR practices rarely address the SDGs and their challenges.

### 2.2.2 Triple bottom line

Another way for organizations to be considered as responsible through CSR is via its core concepts, such as triple bottom line (TBL) (Schönherr et al., 2017). It is also a way of understanding the simultaneous approach to sustainability from environmental, economic, and social perspectives (Montiel, 2008 via Schönherr et al., 2017). This modernized approach to CSR gives equal emphasis for the economic, environmental, and social dimensions, which due to its voluntary nature increases the competitive advantage in terms of sustainability (Hussain, Rigoni & Orij, 2018). Therefore, it is important to understand the three pillars (3Ps) as the foundation of CSR theories, via the TBL: *profit*, *people*, and *planet* (Książak & Fischbach, 2018).

Księżak and Fischbach (2018) describe the profit to be a compulsory requirement, which provides companies with the possibility to exist and develop. Furthermore, they emphasize that whilst profit is one of the 3Ps of TBL, it does not equal the economic responsibility, as profit is a way of pursuing economic goals. On the other hand, people can be seen as the lifeblood of the company, as well as the social dimension which organizations are dependent on. However, it should be noted that whilst people are the second P of TBL, the social responsibility consists of all the groups and organizations acting with a specific company, not only from the individual people. Lastly, planet can be seen as the habitat for the 2 Ps above. Therefore, as organizations engage in their businesses, they have a certain impact on the planet, being equally affected by actions of other companies. Thus, the environmental perspective of TBL emphasizes the role of minimizing these impacts. (Księżak & Fischbach, 2018.) The below figure 3 illustrates the idea of TBL presented by Elkington back in 1994, together with the various aspects affecting these responsibilities and the 3Ps presented by Uddin, Hassan and Tarique (2008) via the article of Księżak & Fischbach (2018).



**Figure 5. Triple bottom line and the 3Ps with their related aspects. (Adapting: Uddin, Hassan & Tarique, 2008 pg. 204-205 via Księżak & Fischbach, 2018; Elkington, 1994).**



### 2.2.3 Drivers for CSR

The fundamental driver for organizations to pursue CSR lies within the corporate social contract. This emphasizes the role of companies in production of goods that the surrounding society requires, as well as paying the necessary amount of taxes. However, as the focus has shifted from paying taxes to solving social issues, CSR emphasizes a much larger role from corporations towards societies as partners of shared responsibility. (Księżak & Fischbach, 2018.) In addition, Baskentli, Sen, Du and Bhattacharya (2019) describe the role of CSR to be rather pervasive in terms of businesses. On the other hand, Rahman, Castka & Love (2019) emphasize the role of institutionalization in influencing the CSR drivers especially in the public and non-profit sectors, as a result of institutional theory, which highlights the influence of various systems in affecting social and organizational behaviors (Russo-Spena, Tregua & De Chiara, 2018).

Bhattacharyya and Verma (2020) continue by describing various factors which drive organizations towards CSR which are *attainment of better corporate image, legitimacy in relation to civil society organizations, regulatory compliances, stakeholder expectations, and managerial beliefs*. Emphasis is put on the effective contribution towards stakeholder management, which is one of the most effective CSR drivers (Bhattacharyya & Verma, 2020). However, Russo-Spena et al. (2018) note that from the organizational legitimacy perspective, the voluntary disclosures towards CSR made by the corporations are often a result of their normative attempts to tackle the increasing pressure from both political and social stakeholder groups.

Additionally, in the case of developing countries CSR can be seen as a complementing action towards governmental efforts of increasing the social good of the surrounding areas, which in turn increases the company's reputation (Bello & Kamanga, 2020). Therefore, the drivers related to CSR can be either internal or external (Muller & Kolk, 2010 via Bello & Kamanga, 2020). The factors described by Bhattacharyya and Verma (2020) above can be categorized as the external drivers, as they include stakeholders, customers, competitors, the surrounding community, as well as governments and civil society organizations. However, the often not so emphasized internally generated CSR drivers arise from within the organizations and from organizational structures,

emerging from amidst the employees, management, code of conduct, and the organizational culture (Bello & Kamanga, 2020). Regardless of this, Bello and Kamanga (2020) recognize the issue related to nature of CSR as a factor of competitive advantage, as most companies utilize it as a means of marketing tool to enforce the positive image of their business, making it the most known key driver.

#### 2.2.4 Economic performance during COVID-19

The current COVID-19 pandemic has had an impact on the economic performance of businesses globally, however the disruptions have varied depending on the industry (Bartik, Bertrand, Gullen, Glaeser, Luca & Stanton, 2020). Bartik et al. (2020) continue by emphasizing that some of the more essential industries have been able, or required, to stay open, whereas businesses with quick adaptation have been able to maintain their employees through means of remote working. Lahcen, Brusselaers, Vrancken, Dams, Da Silva Paes, Eyckmans and Rousseau (2020) even describe the COVID-19 pandemic to have caused the worst economic fall since the Second World War. Therefore, the economic performance of businesses has drastically altered, resulting in national governments to design large-scale recovery plans for economies and businesses (Lahcen et al., 2020).

Correspondingly, evidence from previous crises showcase that strong macro events to our societies and economies can produce both immediate, as well as long-term alterations to employees' behavior in the job markets (McFarland, Reeves, Porr & Ployhart, 2020). McFarland et al. (2020) continue by concluding that only remote working jobs saw a significant increase during the ongoing pandemic, which corresponds with the decreased economic performance of businesses due to the COVID-19. Therefore, damages to the economies and businesses can be considered substantial (Lachen et al., 2020). Considering the economic impacts of COVID-19 on businesses, it is reasonable to question whether the economic responsibility of organizations should still be considered to be of number one priority when assessing the corporate social responsibility. In addition, seeing as how the COVID-19 pandemic has led to a financial crisis, it should be noted that investments to CSR pay off during such crises (Qiu, Jiang, Liu, Chen & Yuan, 2021). Qiu et al. (2021) continue by emphasizing how this is beneficial for the financial well-being of the companies,

which should be noted when considering the investments towards CSR both with the ongoing pandemic, as well as post COVID-19 era.

#### 2.2.5 Role of CSR during COVID-19

As the pandemic has drastically interrupted economies by forcing both businesses and governments to balance between the economic health and individual health, it has also increased the demand for CSR (Manuel & Herron, 2020). Manuel and Herron (2020) continue by highlighting the role of governments at times of pandemic and health crises, emphasizing the philanthropic role of businesses in preventing of the spread of COVID-19. Thus, organizations have begun to execute the higher levels of CSR by implementing remote work form of activities in their businesses (Popkova, DeLo & Sergi, 2021). Therefore, the increased in demand for both the internal and external CSR activities have already been answered (Manuel & Herron, 2020). However, it should be noted that the pandemic has provided large multinational enterprises (MNEs) with the possibility to control their CSR actions in negative ways (Popkova et al., 2021).

Fortunately, companies worldwide have chosen a more solidarized role and engaged in CSR actions, which consist of donations and voluntary actions towards the social good (Palma-Ruiz, Castillo-Apráiz & Gómez-Martínez, 2020). Palma-Ruiz et al. (2020) continue by emphasizing the role of ethics and moral rules in the CSR actions, which means that should the principles of ethics and moral rules shift, it would alter the role and requirements behind CSR. Nevertheless, COVID-19 provides challenges for firms and organizations in terms of CSR, which if done whilst resisting the unethical business practices and while engaging in proactive CSR activities can actually increase competitive advantage due to the consumer behavior towards trustful brands (He & Harris, 2020). Of course, it should be noted that the organizational history plays a key role in the definition of CSR actions (Bhattacharyya & Verma, 2020) which in turn impacts the response during COVID-19 as well.

Despite management literature highlighting the role of CSR as an insurance to sustain one's reputation, Kim, Lee, and Kang (2021) identify its benefit towards organizations in terms of risk management as well. CSR creates financial value for companies, which

is aligned with the interests of the investors, thus reducing risk by lowering stock price volatility. Hence, committing to CSR activities can help derivate pricing, as well as aid with the corporate risk management. (Kim et al., 2021.) In addition, Qiu et al. (2021) emphasize how focusing on community-related (social) CSR and its activities provide even stronger and more immediate effects, which considering the ongoing COVID-19 pandemic can be even more apparent. However, whether or not companies should actually focus on investing in CSR during crises remains controversial, as the activities involve investing towards social well-being without a necessary direct benefit towards financial well-being of the company (Jones, 1995 via Qiu et al., 2021).

Naturally, given the short period of time between now and the outbreak of the COVID-19 pandemic, the role of CSR amidst the pandemic is not comprehensively studied. Yet, CSR has been identified as an effective way of increasing the level of trust between consumers and corporations (Ball, Coelho & Machás, 2004 via Park & Kim, 2019). Park and Kim (2019) continue by highlighting the role of trust-based relationships, which is a direct result of social, legal, and ethical CSR stimulus. Hence, CSR can positively shape customer perceptions, affecting their consumer behavior even during crises such as COVID-19 pandemic, making it potentially an important tool for organizations.

### **2.3 Consumer Behavior**

The study of consumer behavior has been strongly influenced by external disciplines, especially from the school of marketing thought. Regardless, consumer behavior is a combination of multiple fields of study. As the marketing and its practices has changed throughout time, so has the field of consumer behavior. Therefore, we can see that the topic of consumer behavior is changing with each trend, and that the consumer behavior research is a consequence of adaptation. (Sheth, 1985.) To summarize, consumer behavior focuses on the study of consumers and their habits of consumption in the given market. Thus, it consists of both using and disposing of the products and/or services, and on how consumers' own emotional, mental, as well as behavioral responses affect this behavior, giving it a psychological dimension (Fullerton, 2013). In addition, the study of consumer behavior is rather difficult due to its human nature (Lowrey, 1991).

### 2.3.1 Connection to corporate social responsibility

According to Calderon-Monge, Pastor-Sanz and Sendra Garcia (2020) responsible consumers are considering the products which they are purchasing from environmental, social, as well as ethical perspectives. Thus, organizations utilizing the principles of CSR expect to gain profit and benefits from their actions (Joo, Miller & Fink, 2019). However, Joo et al. (2019) emphasize that a critical concept which affects the judgement of the consumers regarding brands is the authenticity of their CSR actions and programs. Therefore, the concept of CSR is not only an ethical nor moral necessity for businesses, but a mandatory part of the businesses in general, as consumers are rewarding these socially responsible organizations with their behavior (Baskentli et al., 2019).

As mentioned, CSR is the way in which organizations improve the societal, economic, as well as environmental well-being through their own business practices. However, it is the CSR domain which facilitates the organization's CSR policies, programs, and actions, which in turn are visible for both the consumers and other stakeholders. (Baskentli et al., 2019.) Therefore, as consumers are one of the most important stakeholders for the companies, being the central feature of every CSR report (Currás-Pérez, Dolz-Dolz, Miquel-Romero & Sánchez-García, 2018), the link between consumer behavior and CSR is unavoidable. In addition, as previous studies showcase, CSR is naturally linked to both cultural and individual preferences (Currás-Pérez et al., 2018).

Currás-Pérez et al. (2018) continue by emphasizing that one particularly suitable theoretical framework for the studying of CSR from consumer behavioral perspective spurs from the sustainable development (SD) paradigm: Triple bottom line (TBL). By modifying the traditional conceptualization of SD, meeting the requirements of the present without compromising the future, together with the principles of TBL; economic growth; environmental protection; and social cohesion, Currás-Pérez et al. (2018) have come up with a multidimensional view of CSR, where consumers perceive the corporations through economic, social, and environmental responsibilities. These perceptions of the CSR are a subject to interpretation by the individual consumers

(Jose, Khare & Buchanan, 2018) which mostly emphasize the social and environmental criteria in their consumption habits (Currás-Pérez et al., 2018).

On the other hand, the influence of CSR in terms of consumer behavior and its results are situation specific, as it is value-based behavior. Regardless, if an organization wishes to benefit from CSR in terms of consumer behavior, a certain level of transparency and ethical behavior is required. However, it should be noted that CSR is not a gateway to value-based consumer behavior through means of green washing nor manipulation. (Ijabadeniyi & Govender, 2019.) For example, the way Volkswagen attempted to circumvent their emission standards in order to achieve competitive advantage backlashed as consumers' perceptions of the organization itself turned mistrustful. Hence, perceptions on how responsible organization is are not only based on the individual observations of CSR, but also from the general level of trust towards that specific company. (Jose et al., 2018.)

### 2.3.2 Consumer responsibility

As consumer responsibility is a very controversial concept, it has led into two different streams of research. Scholars of the first stream of research focus on a viewpoint in which actions are the duty of the consumers, emphasizing that it's the consumers' duty to be well informed before consumption details. The scholars of the latter stream on the other hand argue that consumers cannot have the necessary capacity to act due to the obstacles in the markets, as well as because of the market pressure. (Calderon-Monge et al., 2020.) Thus, as consumers are paying more attention to the authenticity of CSR actions, by evaluating, judging, and assessing to whether or not they are genuine, the question is how to understand the different dimensions to authenticity. Therefore, the idea of leaving the responsibility of assessing whether or not organizational actions in terms of surrounding society and its obligations to both increase the positive impact and decrease the negative impact on society and nature seems fraudulent, given the complex role of authenticity. (Joo et al., 2019.)

### 2.3.3 General factors affecting consumer behavior

As consumer behavior has become a major topic of research during the 21<sup>st</sup> century, the studies have emphasized the role of customer characteristics, fair prices, market structure, product demand, and the perception of product value as some of the most influential factors related to consumer behavior and formulation of prices (Victor, Joy Thoppan, Jeyakumar Nathan & Farkas Maria, 2018). Furthermore, the relation between consumer behavior and perception of price fairness seems to be fundamental (Kimes 2002 & Sahay, 2007 via Victor et al., 2018), which is intertwined with the occurrence of information asymmetry between the seller and buyer, as the fairness depends on the amount of information the seller is willing to unveil to the buyer (Choi & Mattila, 2009 via Victor et al., 2018). Therefore, consumer behavior is a consequence of both cognitive and affective factors, emphasizing the role of empirical factors and behavioral aspects (Trafimow, Hyman & Kostyk, 2020). Thus, in order to understand the factors affecting consumer behavior, one must understand the close relation between consumer behavior and psychology, which both have their closely related features which create the problem of imprecision (Trafimow et al., 2020).

Given the close relation to behavioral aspects and psychology, consumer behavior is also widely affected by individuals' own motives and needs, take for example consumer demand for environmental products within a specific market segment. (Smerichevskyi, Kniazieva, Kolbushkin, Reshetnikova & Olejniczuk-Merta, 2018). Hence, this individual consumer demand inevitably affects consumer behavior, as does the impact of economic crises which reveal the true consumer motives (Smerichevskyi et al., 2018). This can however be influenced by factors such as brand-user image, as well as brand personality, which are so-called self-congruity factors influencing consumer behavior (Sirgy, 2018). Sirgy (2018) continues by emphasizing the fact that consumers wish to enhance their own image by association to certain firms or brands with desirable images. Thus, this social self-image has a great influence on individual consumer behavior, as it guides their consumption towards how they wish to be viewed by others (Sirgy, 1982: Sirgy & Samli, 1985 via Sirgy, 2018).

### 2.3.4 Impact of COVID-19 pandemic on consumer behavior

The most prominent shift in consumer behavior during the ongoing COVID-19 pandemic has been the increase in usage of online services (Baicu et al., 2020). This is a direct result of a consequence related to lockdowns, as there has been a substantial increase in the utilization of Internet and social media platforms (Donthu & Gustafsson, 2020). Donthu and Gustafsson (2020) continue by emphasizing on how there has been a shift in the consumer behavior regarding the utilization of our senses, which we rely on when making decisions. Thus, as we are deprived of our basic senses of interaction and stimuli, which in turn alter our consumption. This is also a result of consumers' ability to adapt quickly to changes, such as constraints by governments. (Donthu & Gustafsson, 2020.)

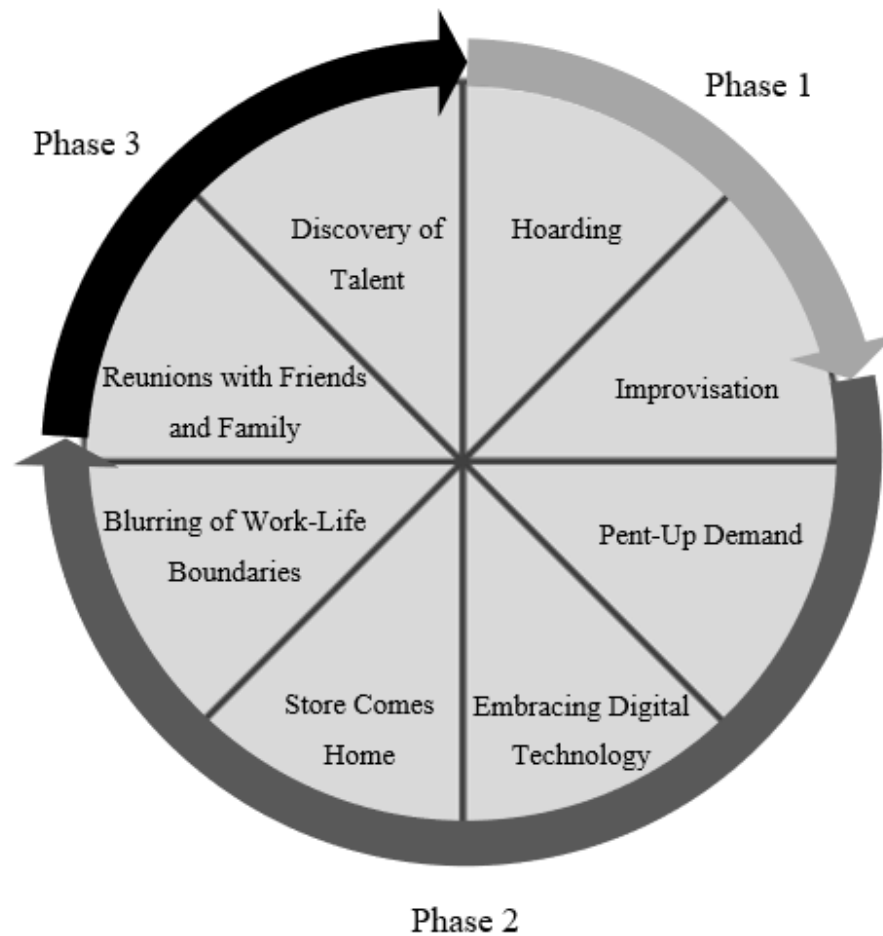
Furthermore, Kirk and Rifkin (2020) recognize three different phases related to changes in consumer behavior, which are reacting, coping and long-term adaptation. In the reacting phase, typical characteristics focused on hoarding and rejecting when it comes to consumption, whereas in the coping phase, consumers adapted to do-it-yourself behavior and altered their views regarding certain brands. The long-term adaptation however focused on the transformative changes in individual consumption and social identity (Kirk & Rifkin, 2020.) Donthu and Gustafsson (2020) also recognize these phases of consumer behavior which became apparent in the early stages of COVID-19 outbreak. In addition, Sheth (2020) describes eight immediate impacts of COVID-19 on consumers' consumption behavior, which partially overlap with the previous three phases of changes in consumer behavior.

The immediate effects are *hoarding*, *improvisation*, *pent-up demand*, *embracing of digital technology*, *store comes home*, *blurring of the work-like boundaries*, *reunions with friends and family*, and *discovery of talent* (Sheth, 2020). Hoarding can be described as a behavior of stockpiling essential products, in case of shortages, which is a result of an uncertainty, whereas improvisation is a result of reacting to constraints. This is also a way of combatting shortages by coming up with alternatives. The pent-up demand emphasizes the tendency to postpone purchase and consumption decisions related to more expensive, discretionary products or services, such as automobiles or real estates. The fourth immediate impact, embracing of digital services, is also



recognized by Baicu et al. (2020). It focuses on adopting to new technologies and applications related to consumer behavior and lifestyle. This is closely related to the fifth immediate impact of store coming home, which is a direct result of the lockdowns in various countries. Instead of going to the stores, consumers are forced to reverse their flow of consumption, which can alter the consumers' impulses of buying and planning. Similarly, the boundaries between work and life are getting blurred as consumers spend more and more time at home, which ultimately affects consumption habits as well. The technology is also vital in the reunions with friends and family, which in turn increases the cultural assimilations of consumption practices, as we are able to stay in contact globally from our homes. This is bound to affect consumer behavior due to universal adoption of technologies. Lastly, the discovery of talents has fundamentally altered consumer behavior and consumption habits, as the increased time at home has led to consumers experimenting new possibilities. (Sheth, 2020.)

The figure 6 below illustrates the overlapping of both the three phases described by Kirk and Rifkin (2020), as well as the eight immediate effects by Sheth (2020). Donthu and Gustafsson (2020) emphasize that in order for organizations to combat these changes in consumer behavior they are required to build more resilient supply chains by highlighting not only social sustainability, but environmental sustainability as well.



**Figure 6. The three phases of consumer behavior during COVID-19 and its immediate effects on consumer behavior. (Adapting: Kirk & Rifkin, 2020; Sheth, 2020).**

### 2.3.5 Consumption displacement

Consumers have often adapted hoarding in their behavior in relation to crises and disasters (Sheu & Kuo, 2020). This is often a result of panicking which causes sudden disruption in consumer demand (Pantano, Pizzi, Scarpi & Dennis, 2020). Additionally, consumers often act according to what might be instead of what is, which is why perceived scarcity of products significantly affects their behavior (Hamilton et al., 2019 via Pantano et al., 2020). This causes consumption displacement, which is the shift in consumption occurring when consumers are experiencing a change in the availability of goods through external event (Hall, Prayag, Fieger & Dyason, 2020).

Hall et al. (2020) recognize the role of COVID-19 in displacing the consumption and therefore affecting consumer behavior due to the restricts on individual mobility through social distancing, identifying several aspects. These are *where*, *when*, *what* and *why*, and *how* consumption occurs. First of these puts emphasis on *where consumption occurs*, as due to restrictions to mobility, consumers have found their regular sites of purchasing to be temporarily closed, affecting consumer behavior. Secondly, *when consumption occurs* highlights the importance of availability of various products, which affects the consumer behavior through risk perceptions. Thirdly, *what and why consumption occurs* is altered by the mobility restrictions as the motivations and needs of the consumers change. Lastly, *how consumption occurs* is affected by restrictions which direct consumers towards some forms of purchasing instead of others, for example contactless purchasing and online purchasing. (Hall et al., 2020.) Thus, this consumption displacement due to social distancing and shutdown of economy has ultimately changed consumer behavior (Stewart, 2021).

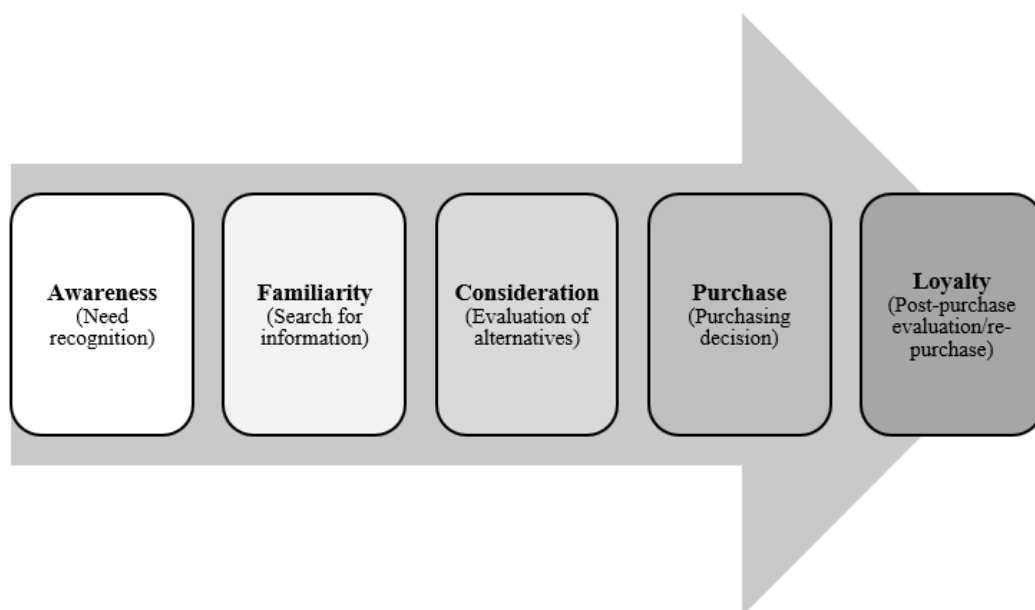
An example of consumption displacement due to altered consumer behavior is Finnair, which has suffered heavily due to the conditions created by the COVID-19 pandemic. The passenger capacity has drastically decreased, as is shown in their Q3 report where it is estimated that their volume as dropped as much as -88,9%. Yet the same report highlights the appreciation from customers towards the health and safety policies, which emphasizes the role of responsibility in their business. (Finnair, Q3 2020). Therefore, it could be argued that actions towards CSR can actually work as a defensive system in times of crises as a tool of risk management (Kim et al., 2021). Nevertheless, the altered consumer behavior due to the ongoing COVID-19 pandemic forces organizations to reconsider their business practices, especially from the social perspective related to responsibility and sustainability.

From responsible and sustainable perspective, Finnair's objective is to pursue profitable growth in a sustainable manner, which takes into account the needs of both the environment and society. Therefore, they are considering all 17 sustainable development goals (SDGs) of the United Nations (UN), prioritizing the following: *Gender equality; industry, innovation, and infrastructure; responsible consumption and production; climate action; place, justice, and strong institutions; and partnership for the goals*. (Finnair, 2019.) According to Finnair's Interim Report (2020), Finnair

will keep their sustainability targets unchanged regardless of COVID-19 pandemic, putting particular emphasis on the social responsibilities regarding their employees. However, this raises the question of how to be socially responsible to the society as a whole. After all, the third SDG of UN is the good health and well-being, which due to COVID-19 pandemic requires a certain level of social distancing, and avoiding of unnecessary traveling (United Nations, 2020).

### 2.3.6 Consumer decision-making process

In order to understand consumer behavior, one must understand the factors influencing consumer decision-making process. To illustrate this, the below figure 7 has been created to help understand the so-called traditional model of consumer decision-making process, which highlights the five stages of consumer buying process. Stankevich (2017) argues that in order for a marketer to efficiently communicate towards consumers, and therefore affect their behavior, the steps need to be properly understood. Furthermore, Kotter and Keller (2012 via Stankevich, 2017) describe a sixth stage of disposal, in order to comprehensively understand consumers' behavior.



**Figure 7. The traditional consumer purchase decision process funnel (Adapting: Stankevich, 2017).**

Psychologically speaking, the figure 7 could be modernized to integrate the internal psychological processes related to stages from one to five, by utilizing the model presented by Belch and Belch (2009). Stankevich (2017) describes these steps introduced by Belch and Belch to consist of *motivation, perception, attitude formation, integration, and learning*. Thus, focusing only on the outcome of the consumer decision-making process is not enough, which is why new technologies open up the possibility to actively influence the consumer decision-making throughout this process (Faulds, Mangold, Raju & Valsalan, 2018). Shiri, Rhonda, Christian and Adrian (2020) also recognize the role of technology in reshaping how, when, and where consumers make their decisions, making technology an integral part of the consumer decision-making process.

The ongoing COVID-19 pandemic has however affected this important factor of consumer behavior by shaping it, resulting in new emerging trends (Mehta, Saxena & Purohit, 2020). To showcase this, reports made by Accenture, McKinsey, Deloitte, Ernst & Young (EY), and PwC will be utilized, although it should be noted that these reports and their research are completed by profiting organizations, which is why critique towards their findings is necessary.

Firstly, McKinsey (2020) argue that the methods of how consumers get their information has changed, as have the motivations and platforms of consumption. Secondly, Accenture (2020) states that the COVID-19 pandemic has fundamentally changed the world, and therefore consumer behavior as we know it. Additionally, their research indicates that the emerging consumer habits will endure beyond this pandemic, increasing the role of conscious consumption and locality. Thirdly, Deloitte (2020) emphasize how the COVID-19 pandemic is the greatest crisis of past 100 years in influencing consumer behavior, as consumers have altered their decision-making processes and behavior according to restrictions and the development of the pandemic. Whether or not these changes in consumer behavior are here for short-, medium-, or long-term remains to be seen. Fourthly, PwC (2020) notes how consumers are directing their consumption towards more of the essential products and taking advantage of online sources of shopping, which has resulted in trying of new brands and more excess time. Thus, the stages of traditional purchase-decision funnel have been altered. Lastly, EY recognizes that the shift in consumer behavior opens up the

possibility for new consumer segments. Furthermore, they assess that it also results in four consumer behavior trends, which are *cut deep*, *stay calm*, *save and stockpile*, and *hibernate and spend*.

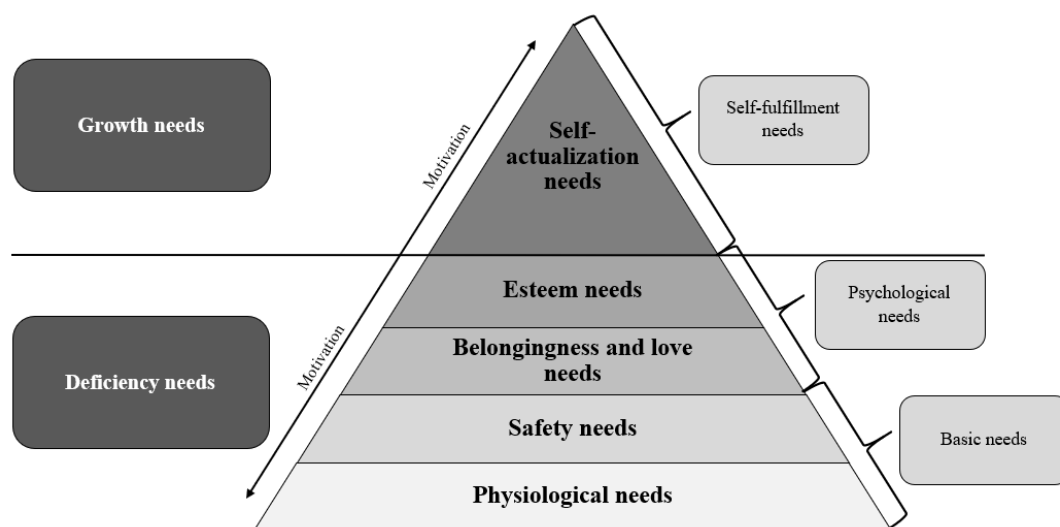
### 2.3.7 Influences on consumer decisions

Consumer decision-making processes, such like purchase process and their decisions are affected by number of factors. For example, consumer awareness, as well as both internal and external influences have an impact on how consumers act in the markets. At the end of this chapter is presented the figure 8 highlighting the three factors mentioned above, as well as their respective influences.

Perhaps the most fundamental change from the perspective of consumer behavior has been the development on the Internet where the amount of information available for the consumers from other consumers has rapidly increased (Bailey, 2005). This has led to a significant relationship between consumer awareness and consumer behavior (Ishak & Zabil, 2012). Ishak and Zabil (2012) continue to emphasize how this significance is dependent on the location of the consumers, as those in the urban areas show lesser awareness in comparison to those in the less-urban areas. Hence, the unawareness causes the risk of being unable to defend one's self against organizations and their claims, which may lead to unwanted consumer behavior from the perspective of the individual, and thus benefit the company through its actions. In other words, consumer awareness adds to the resilience of the consumer in combatting the claims of various organizations, for example their CSR claims. (Ishak & Zabil, 2012.) Galberth and Ghosh (2013) also recognize the connection between consumer awareness and consumer behavior in the case of sustainability in general, as it is affected by both their individual concerns about sustainability and their awareness related to organizations and their products.

The internal influences affecting consumer behavior through consumer decision-making processes can be described through Maslow's hierarchy, as well as Rossiter and Percy's purchase motivations and emotions. The former was created by Maslow (1943) and it emphasizes the hierarchy of needs that individuals have. These consist of *physiological needs*, *safety needs*, *belongingness and love needs*, *esteem needs*, and

*self-actualization (needs)*. These can be further categorized into three respective needs, which are *basic*, *psychological*, and *self-fulfillment needs*. (Maslow, 1943.) Additionally, McLeod (2007) has taken this even further by dividing this five-stage model into two depending on their characterizations. The first four are so-called *deficiency needs* as they motivate individuals through deprivation, whereas the last one is called *growth need* due to its nature of increasing motivation through achievements (McLeod, 2007). The below figure 8 illustrates the framework created by Maslow (1943) and modified by McLeod (2007).



**Figure 8. Internal influences on decisions from perspective of hierarchy of needs. (Adapting: Maslow, 1943; McLeod, 2007).**

Additionally, the factors affecting internal influences can be explained via the theory of emotions to motivations described by Rossiter and Percy (1987 & 1991) which describe the typical emotions portrayed as motivations or stimulus towards the motivations. The latter can be divided into both negative, as well as positive motives. These consist of *solving*, *preventing*, *searching*, *resolving*, and *maintaining*, which are the negative motives, and *enjoying*, *exploring/mastering*, and *personal recognition* which in turn form the positive motives. In addition, they can be identified to be either informational or transformational depending on their categorization between negative and positive. (Rossiter & Percy, 1987.) Rossiter and Percy (1991) continue by

integrating these motivational factors into emotional sequence, where each motivation has their own respective emotional aspect. For instance, motivation behind *solving* can be linked to emotional sequence of moving from *annoyance* to *relief* (Rossiter & Percy, 1991). To further illustrate this, below table 1 has been created.

**Table 1. Motives and their relation to respective emotions as internal influencer of consumer behavior. (Adapting: Rossiter & Percy, 1987 & 1991.)**

<b>Informational (=negative) motives</b>	<b>Emotional sequence</b>
1. Solving	Annoyance → relief
2. Preventing	Fear → relaxation
3. Searching	Disappointment → optimism
4. Resolving	Conflict → peace of mind
5. Maintaining	Mild annoyance → convenience
<b>Transformational (=positive) motives</b>	<b>Emotional sequence</b>
6. Enjoying	Neutral → sensory anticipation
7. Exploring/mastering	Neutral → excited / competent
8. Personal recognition	Neutral → flattered / proud

Lastly, this thesis includes the external influences of consumer behavior in its framework, as culture, social class, and reference groups have an impact on how consumers behave and make their decisions. The influence of culture on consumer behavior vary depending on the emphasis given to hierarchy in various cultures. Additionally, cultural factors such as *personal values*, *goals*, *concepts of power*, and *expectations*. (Shavitt & Cho, 2016.) Shavitt and Cho (2016) continue by dividing the cultural factors affecting consumer behavior into *horizontal* and *vertical* depending on their attributes regarding hierarchy and equality. Although it should be noted that the cultural factors differentiate between individuals depending on their personal experiences and level of internalization of the culture (Choi, 2020), as culture is



defined as the beliefs, values, and norms within a specific group of people in specific location (Zhong, Liang, Cui, Chan & Qiu, 2019).

Nevertheless, Zhong et al. (2019) emphasize how culture can actually influence the formation of various moral values, as well as personal morals, and therefore play a significant role in individual consumer's decision-making process. Hence, Shavitt and Cho (2016) have outlined three different ways of how horizontal and vertical culture factors and their context vary. Firstly, the way of including cultural artifacts as distinct values when predicting consumer's reaction varies. Secondly, the power concepts and their emphasis on consumers differ depending on the cultural distinctions and information processing. Thirdly, beliefs and expectations on how others evaluate one's behaviors regarding their disapproval or approval vary between vertical and horizontal cultures. (Shavit & Cho, 2016.) The below figure 9 illustrates this outlining of the differences.

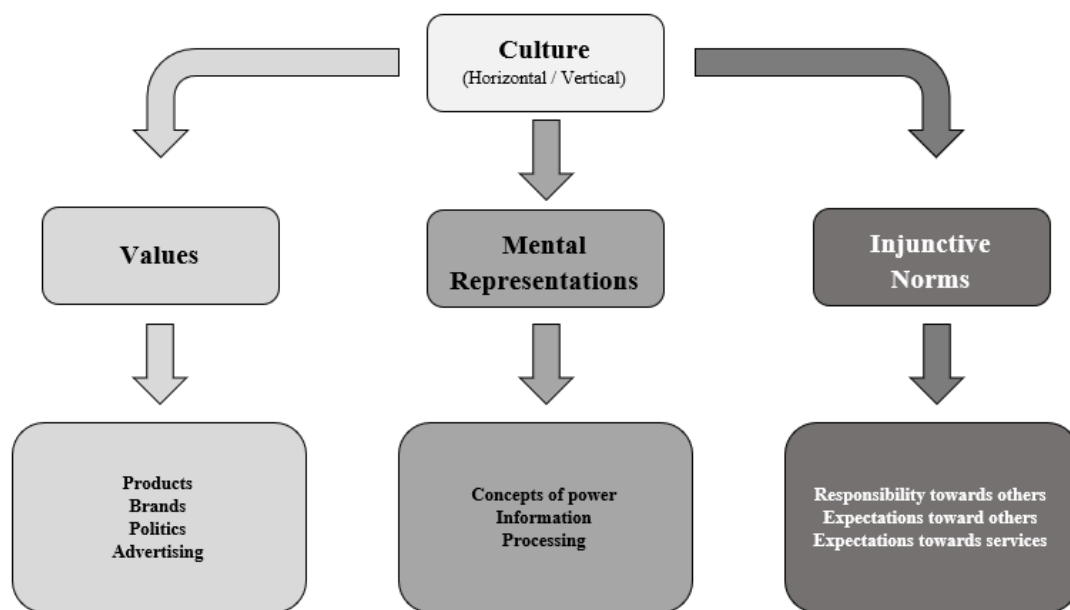
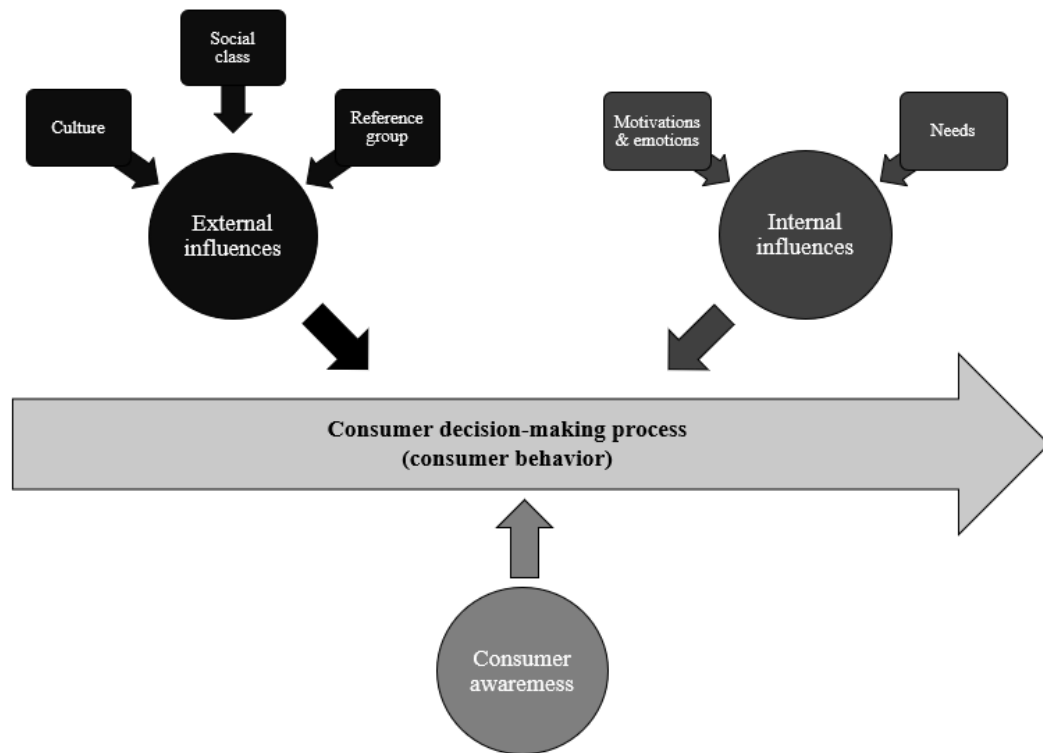


Figure 9. Differences between Horizontal and Vertical cultures. (Adapting: Shavitt & Cho, 2016).

The significance of social class as an external factor impacting consumer behavior has been identified as early as in the 1950's (Fisher, 1987). Social class can be defined as a group of people who are in similar category based on their economic position and

behavior (Durmaz & Tasdemir, 2014). Durmaz and Tasdemir (2014) also highlight the role of social class as a factor impacting consumer behavior by demonstrating how the purchasing decisions differ between people in various social classes through their goals and behavior. Additionally, consumers have a tendency to interact with people of their own social class due to these factors. Hence, the significance of social class and its impact on consumer behavior is tremendous, as people start learning behaviors and opting to these habits based on the social class of their family and close relatives. (Durmaz & Tasdemir, 2014.)

Correspondingly, Shavitt, Jiang, and Cho (2016) emphasize how consumer behavior could hardly be understood without consideration of one's social class. This is particularly true in societies and cultures where social hierarchy has a powerful influence on individuals (Shavitt et al., 2016; Shavitt & Cho, 2016). Hence, social class can be utilized as a way of segmenting consumers into various groups when researching consumer behavior (Shavitt et al., 2016). The groups related to social class are not the only groups affecting consumer behavior, as the influence of reference groups like friends, work associates and others have an impact on our consumer behavior as well (Fernandes & Panda, 2019). Fernandes and Panda (2019) continue by explaining how these external reference groups affect individuals by shaping their behavior through adaptation to certain lifestyles, values, and attitudes as self-concept. However, it should be noted that the influence of reference groups differs depending on the segmentation of consumers based on their demographic and other factors. Hence, in order to understand the impact, one must understand the specific consumer segment, as well as the product/service category. (Fernandes & Panda, 2019.)



**Figure 10. Summary of factors influencing consumer decision-making process and therefore consumer behavior.**

## **2.4 Theoretical model for the empirical examination**

Based on the theoretical framework discussed so far, a theoretical model for this thesis is formed. The factors selected for this theoretical model are based on the factors influencing corporate social responsibility, as well as COVID-19 pandemic and consumer behavior. Thus, the model is representing the basic fundamentals of triple bottom line, United Nations' sustainable development goals and the Carroll's pyramid, which together form the basis for CSR initiatives. These will then be affected by the ongoing pandemic, which also affects the consumer decision-making process, in other words consumer behavior. Lastly, the consumer behavior and its relation towards corporate social responsibility is being assessed. Therefore, the aim of the qualitative content analysis is to provide in depth analysis in addition to the quantitative methods.

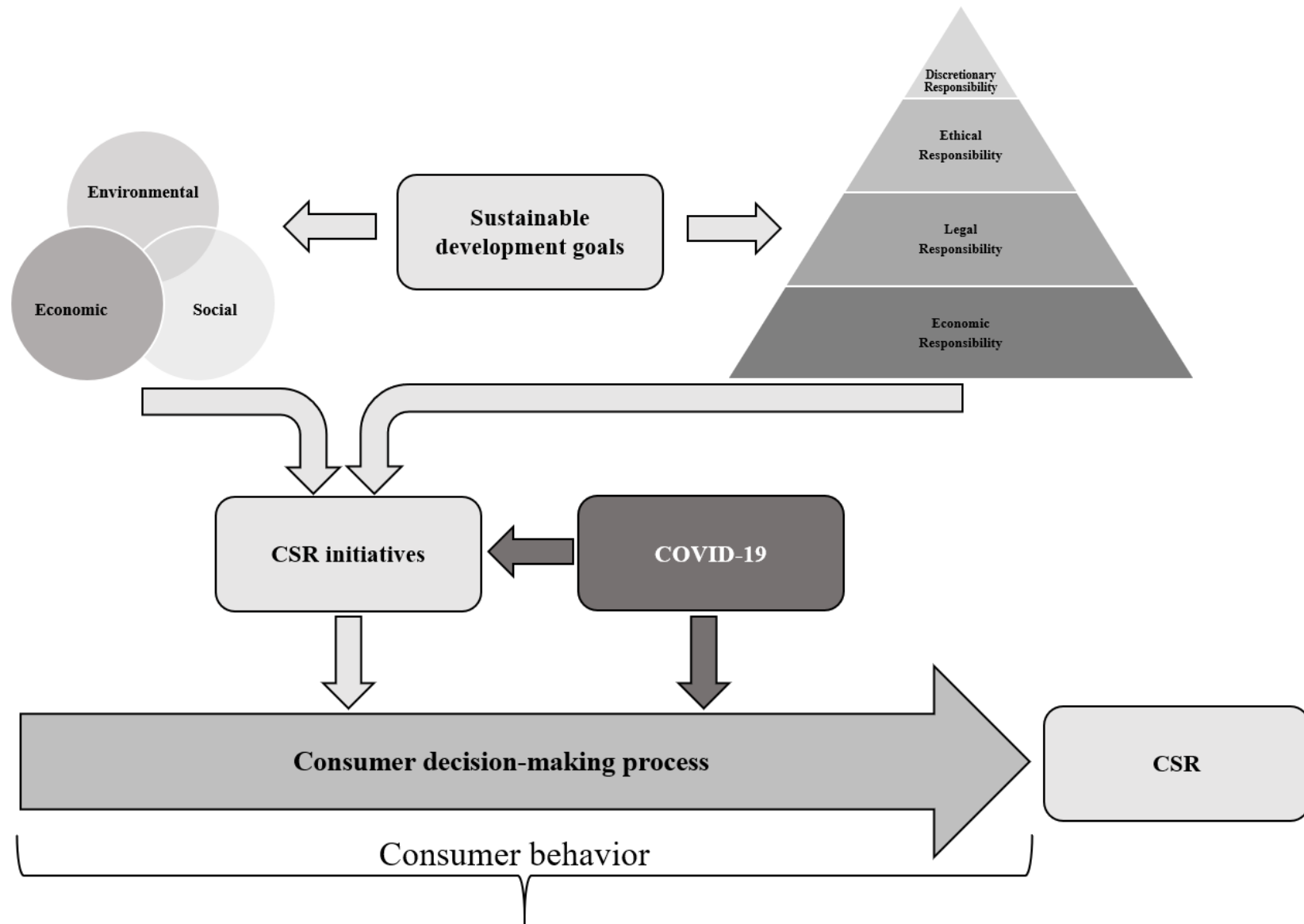


Figure 11. The theoretical model representing impact of COVID-19 on CSR and the effect of altered consumer behavior on CSR. (Adapting: Khan, Kasliwal & Joshi, 2017; Carroll, 1979; Elkington, 1994).

### **3 RESEARCH METHODOLOGY**

The focus of this chapter is on the discussion of the research methodology and empirical research methods related to this thesis. First, the hypothesis of the research are being presented. Secondly, the research method is thoroughly presented to the reader with its justifications. After this, the chapter presents the formulation of the questionnaire being utilized, after which the data gathering methods are being discussed. The chapter ends in the illustration of the data analysis techniques and methods, together with the results of these analyses and their discussion.

#### **3.1 Methodological approach**

The principles of this research focus on the guidelines of positivist epistemology. Therefore, the characteristics of this thesis focus on the deductive reasoning and quantitative research methods, which are the key factors behind positivist epistemology. (Wilson, 2014, pp. 9, 12–13). Wilson (2014, p. 12) emphasizes the role of deductive reasoning as a research approach as reviewing the existing theories and testing them with empirical research. Furthermore, as this thesis focuses on applying existing theory instead of creating a new one, the deductive research approach is suitable (Wilson, 2010, p. 7). Additionally, as there is a gap between the existing theories regarding corporate social responsibility and consumer behavior, especially with the ongoing COVID-19 pandemic, the deductive approach is beneficial, as it both evaluates and adapts the existing theories regarding these factors.

The benefit of deductive approach also includes the development of hypotheses based on the above theoretical framework. Thus, a theoretical model has been created in the end of the theoretical discussion, which is then utilized in the formation of hypotheses. This allows for the creation of the research strategy, leading to hypotheses being tested via the empirical examination. (Wilson, 2010, p. 7.)

The empirical examination of this research consists of an online Webropol survey targeted towards Business School students/graduates between ages 20 and 50 in Finland. Whilst most of the survey focuses on closed questions, few open questions are applied as they provide more in-depth viewpoints for the research. Hence, the data

collected via the online survey is analyzed with both statistical and qualitative analyses, as the crosstabulations, one-way ANOVA, correlation analysis, chi-squared test, and reliability analysis focus on the closed questions, whereas the qualitative content analysis is used in the analysis of the open questions and their data. The data analysis is conducted in SPSS, Excel, as well as NVivo so that comprehensive understanding of the data can be achieved. Additionally, both confirmatory factor analysis and structural equation model are created to further analyze and discuss the quantitative results.

The reason for choosing quantitative research is the ability to handle and assess excessive amount of data gathered, as well as the focus on questions which provide answers in a form of numbers and percentages (Heikkilä, 2014, p. 15). As the research topic is new, it has little to zero empirical studies related to it. Hence, the quantitative research helps in creation of overall understanding of the phenomenon of COVID-19 pandemic's impact on CSR through altered consumer behavior. In other words, quantitative research provides convenience in comparison to qualitative research. Heikkilä (2014, p. 15) also puts emphasis on the conducting of quantitative research in a systematic and controlled manner, which requires a sufficient sample size. For the purpose of this research, we follow Heikkilä's (2014, p. 15) guidance of gathering data through standardized questions in the survey, where specific answers are utilized. Additionally, the results are presented in figures or tables, as well as mathematical quantities in order to illustrate them properly. This allows the quantitative research to discover possible correlations between the factors being examined, as well as identify changes in the phenomenon itself.

Furthermore, Heikkilä (2014, p. 27) highlights the role of guidance in the methodological choices, as well as in the measurement of the research in order to ensure validity. Hence, both the research question and the sub research questions are defined and presented in the beginning, so that they guide and define the methodological choices. The research question of this thesis: *What is the impact of COVID-19 pandemic on corporate social responsibility as a result of altered consumer behavior and perceptions?*, requires answers on "how" and "what" which are characteristics of a descriptive research. Correspondingly, the sub research questions: *How has the COVID-19 pandemic affected consumer behavior?* and *How*

*do consumers behave towards organizations implementing corporate social responsibility?*, focus around “what” and “how” answers, further outlining the need for descriptive research, as Wilson (2010, p. 104) describes descriptive research to be a type of empirical research trying to respond to questions of what, how, when, and so on. On the other hand, a descriptive research cannot be utilized in determining the relationship between the cause and effect (Wilson, 2010, p. 104).

However, it should be noted that in order to properly conduct a descriptive style research, a sufficiently large enough sample is required to guarantee validity, reliability, as well as generalizability for the results (Heikkilä, 2014, p. 13). For the purpose of answering the research questions of this thesis, survey is a suitable method for gathering large enough quantity of data. Generally, a survey is a data collection method where both closed, as well as open ended questions can be utilized depending on the need for diverse or in-depth data. Furthermore, it is important that the survey is well executed, so that it provides data capable and accurate for the research purposes (Wilson, 2010, p. 148).

### **3.2 Hypotheses**

According to Heuer and Pherson (2014, p. 169) hypothesis is a potential explanation which is being tested via the collected data and evidence. In other words, it can be described to be an educated guess. However, it must be based on observation and is required to have support from this observation or experimentation (Heuer & Pherson, 2014, p. 169.) Therefore, Heuer and Pherson (2014, p. 169) have identified a good hypothesis to take into consideration the following factors and characteristics: *it is written as a definite statement, based on observations and knowledge, testable and can be proven wrong, predicts the anticipated results clearly, and contains both dependent and independent variables.*

Based on the above theoretical framework and review, the following hypotheses are recognized:

H1: *Consumer behavior has changed due to COVID-19 pandemic.*

H2: *COVID-19 pandemic has changed the way consumers interact with companies.*

H3: *COVID-19 pandemic has changed the decision-making process of consumers.*

H4: *Company's corporate social responsibility affects consumer behavior.*

H5: *People of higher education value CSR activities when making consumption decisions.*

### **3.3 Research methods**

In addition to the data being important for the proper conducting of the research, the selection of data collection method is vital. Therefore, Malhotra (1999 via Deutsdens, de Ruyter & Wetzels, 2006) highlights the role of response rate, bias, cost, and completion time as the basis criteria of four when selecting the data collection method for a research. Granello and Wheaton (2004) identify several benefits of conducting a web-based survey, such as reduced time, lowered cost, flexibility, and ease of data entry. Additionally, Deutsdens et al. (2006) recognize costs, geographical coverage, as well as the swiftness as advantages of an online survey. However, it should be noted that conducting an online data collection requires a certain level of consideration and carefulness regarding the advertisement and collection of the data, in order to ensure the high quality of the data and thus, the validity of the findings (Cantrell & Lupinacci, 2007). Therefore, the survey of this research is conducted via Webropol survey platform and distributed to target group through email and social media channels.

On the other hand, Roster, Rogers, Hozier, Baker, and Albaum (2007) have identified low-response rate as an issue related to online data collection methods. Wright and Schwager (2008) also identify this problem by emphasizing the low participation of online surveys as an issue. Thus, whilst critics have challenged the accuracy of the data and validity of the research conducted via online channels due to their quality (Deutsdens et al., 2006), this thesis will utilize online channels while recognizing the potential risks of not receiving enough responses. Additionally, the risk related to the accuracy and reliability of the answers is being acknowledged, and therefore the evaluation of the research is required, as it is the researcher's responsibility to evaluate



both the research process and results as critically and carefully as possible (Heikkilä, 2014, p. 28).

Nevertheless, the advantages of online survey such as the cost of time and other resources, as well as flexibility, are more significant factors in comparison to the above-mentioned risks. Additionally, the fact that the target group is the students and graduates of Business Schools across Finland demands online survey in order to reach the various locations.

The method of the online survey itself is based on utilizing mainly structured questions. Nonetheless, a number of open-ended questions are added to ensure the gathering of a more in-depth data. Wilson (2014, p. 169) also emphasizes the role of these open-ended questions in gathering of a more personal data where respondents can actually describe and express their experiences and feelings in a more extensive way. Furthermore, this collection of qualitative data ensures that the research can be conducted in case the survey does not reach a sufficient amount of respondents for quantitative analysis. Hence, it allows for qualitative analysis in place of the quantitative one. Lastly, the online data collection makes it easier to ensure the anonymity of the survey and its respondents, which is beneficial in gathering of honest, quality data.

### **3.4 Formulation of the questionnaire**

Before the data collection and the formulation of the survey itself, the research population has to be determined, which according to Wilson (2010, pp. 189–190) is a clearly defined group from the population that act as research subjects. Furthermore, the population is highly dependent of the research question and therefore the study itself. This research utilizes adults between the ages of 18 and 50 as the population for the survey. Hence, the survey is directed at students and graduates across Business Schools in Finland. The importance of the sample also spurs from the generalization of the survey, as it determines whether or not the sample results can be generalized to consider the whole population (Vehkalahti, 2014, p. 43.) Thus, the results of this research can be generalized to involve highly educated people in Finland.

In addition to the segmentation of research population, the selecting of both the sample frame and the sampling techniques is vital (Wilson, 2010, pp. 190–191). The former is affected by the availability of resources, whereas the latter emphasizes the role of how the individuals from the population are chosen. In terms of this research, the time is a limited resource as is the availability of researchers, which is why the whole population cannot be surveyed. Therefore, the sampling frame focuses on students/graduates at various Business Schools in Finland through a Webropol survey link utilizing their answers as data. Hence, the purpose of this thesis is met by researching how young highly educated adults respond to companies emphasizing corporate social responsibility in their business through their consumer behavior with the ongoing COVID-19 pandemic. The latter factor, sampling technique, is conducted as random sampling, which emphasizes the chance for every individual of that given population to have equal chances and probability of being included in the sample for the research (Wilson, 2014, p. 215).

In order to increase the validity of the research, the survey questions are based on the existing theory related to consumer behavior and corporate social responsibility. Therefore, emphasis is put on the securing of the validity of the research beforehand, which according to Heikkilä (2014, p. 27) is important. The structure of the questionnaire questions are simple and mostly utilizes structured fixed answer questions to be as clearly and defined as possible. This increases the validity. The survey was also “tested” by sharing it to small group of students to get feedback before actually publishing it. This pilot testing of the questionnaire is used to adjust it into its final design according to the results (Siniscalco & Auriat, 2005, p. 2). Emphasis is also put on keeping the questionnaire attractive and sufficiently short, with a maximum length of 30 minutes (Muijs, 2010, p. 43). Lastly, the questionnaire has to take into consideration the three key concepts of quantitative method, which are the validity, reliability, and generalizability (Muijs, 2010, p. 64).

Adjustments were made to the questionnaire by utilizing Likert5 in situations where it was seen feasible in order to make the statistical analysis easier. Additionally, specifications were made to the order of the questions, as well as structured answers given in the structured questions. Lastly, question 15 was added in order to gain more insight as to how the pandemic has affected consumer behavior.

The survey questionnaire questions are based on the following factors: *demographics*, *consumer behavior*, and *corporate social responsibility*. These are further categorized into individual factors, which the responders are then asked with the survey questionnaire questions. Below table 2 illustrates this division into various factor and types and their respective individual factors, presents the survey questions in English, as well as justifies their utilization by presenting previous studies and scientific backgrounds behind these questions.

**Table 2. A summary of factors and questions related to the survey questionnaire with their respective previous studies. (Full references of citations in the Reference section).**

Factor type	Individual factor	Question	Scientific background/study
Demographic	Age	What is your age?	Michel & Ambler, 1999; Armantier, Topa, Van der Klaauw & Zafar, 2017;
Demographic	Gender	What is your gender?	Armantier, Topa, Van der Klaauw & Zafar, 2017; Khan, Mohammad & Muhammad, 2020;
Demographic	Location	In which city do you live?	Michel & Ambler, 1999; Wu, 2003; Wang, Liu & Qi, 2014;
Demographic	University	In which University do you study?	Kolodinsky, Madden, Zisk & Henkel, 2010;
Demographic	Major subject	What is your major subject?	Melovic, Milovic, Backovic-Vulic, Dudic & Bajzik, 2019;
Demographic	Highest degree	Have you graduated yet? (The highest degree)	Wu, 2003; Uzunoz & Akcay, 2012; Bashir, Mahmood & Shafique, 2016; Armantier, Topa, Van der Klaauw & Zafar, 2017;

Demographic	Year of studies	What is the year of your studies? (If you're still studying)	Uzunoz & Akcay, 2012; Chirieleison & Scrucca, 2017; Armantier, Topa, Van der Klaauw & Zafar, 2017;
Consumer behavior	Typical consumer behavior	How would you describe your typical consumption behavior?	Delafrooz, Paim & Khatibi, 2010;
Consumer behavior	Factors affecting consumer behavior	On scale from 1 to 5, how important are the following factors considering your consumption? (1 = not important at all, 2 = not that important, 3 = neutral, 4 = somewhat important, 5 = very important)	Gildea, 1994; Mueller, 2014;
Consumer behavior	Influences on consumer behavior	On scale from 1 to 5, how important are the following influences considering your consumption (1 = most important, 6 = least important)	Mueller, 2014;
Consumer behavior	Online vs. physical store	Which of the following options do you favor? (online/physical store)	Al-Debei, Akroush & Ashouri, 2015;
Consumer behavior	Search of knowledge regarding products/services	On scale from 1 to 5, how important are the following factors considering your search for knowledge related to companies and their products/services (1 = most important, 6 = least important)	Moorthy, Ratchford & Talukdar, 1997;

Consumer behavior	Movement during COVID-19 pandemic	Have you reduced your movement during the COVID-19 pandemic?	Hodbod, Hommes, Huber & Salle, 2020;
Consumer behavior	Alterations to consumer behavior	Has this affected your behavior as a consumer?	Hodbod, Hommes, Huber & Salle, 2020;
Consumer behavior	Alterations to consumer behavior	How has this affected your behavior as a consumer?	Hodbod, Hommes, Huber & Salle, 2020;
Consumer behavior	Online shopping importance	Has your consumption in online increased in contrast to physical stores during COVID-19 pandemic?	Chauhan & Shah, 2020;
Corporate social responsibility	CSR knowledge	What is your knowledge regarding CSR?	Giovanna & Lucio, 2012; Akinyomi, 2013;
Corporate social responsibility	Importance of CSR	How important is it for you that companies engage in CSR practices/actions	Gildea, 1994; Melovic, Milovic, Backovic-Vulic, Dudic & Bajzik, 2019;
Corporate social responsibility	Carroll's categorization of CSR responsibilities	On scale from 1 to 5, how important are the following factors when looking at the different levels of responsibilities regarding CSR (1 = most important, 4 = least important)	Giovanna & Lucio, 2012; Akinyomi, 2013; Alvarado-Herrera, Bigne, Aldas-Manzano & Curras-Perez, 2017; Chirieleison & Scrucca, 2017;
Corporate social responsibility	Perceptions of CSR actions	On scale from 1 to 5, how important are the following factors considering companies' responsible actions (1 = most important, 6 = least important)	Giovanna & Lucio, 2012; Akinyomi, 2013;
Corporate social responsibility	CSR actions	How much attention do you pay to CSR actions conducted by companies?	Giovanna & Lucio, 2012; Akinyomi, 2013;

Corporate social responsibility	Attitude towards corporations	Would you be willing to support a company that does not engage in CSR practices?	Gildea, 1994; Melovic, Milovic, Backovic-Vulic, Dudic & Bajzik, 2019;
Corporate social responsibility	Attitude towards corporations	Why would you/would you not be willing to support a company that does not engage in CSR practices?	Gildea, 1994; Melovic, Milovic, Backovic-Vulic, Dudic & Bajzik, 2019;
Corporate social responsibility	Price of the product/service	Would you be willing to pay more for products/services produced by corporations engaging in CSR practices?	Melovic, Milovic, Backovic-Vulic, Dudic & Bajzik, 2019;
Corporate social responsibility	Price of the product/service	Why would you/would you not be willing to pay more?	Gildea, 1994; Melovic, Milovic, Backovic-Vulic, Dudic & Bajzik, 2019;
Corporate social responsibility	Motivation for CSR	On scale from 1 to 5, how important are the following factors when you think about the motives of companies to engage in CSR practices and actions (1 = most important, 6 = least important)	Akinyomi, 2013; Bashir, Mahmood & Shafique, 2016; Melovic, Milovic, Backovic-Vulic, Dudic & Bajzik, 2019;
Corporate social responsibility	Corporate image/reputation	How does engaging in CSR practices and activities in your opinion affect the general image and reputation of the company?	Sawyer, 2019; Melovic, Milovic, Backovic-Vulic, Dudic & Bajzik, 2019;

### 3.5 Data gathering

The collection of the survey data was conducted via email, as well as both the Internet and social media platforms in order to reach the target population. For example, email lists, LinkedIn, and Facebook groups were utilized. The purpose of the study was

explained in the survey, emphasizing that the results from the survey would be utilized in this master's thesis. Hence, the survey and data collection highlighted the role of ethicality and openness in its distribution, by emphasizing the anonymity, as well as transparency as to how the answers are being used.

The survey of this research was designed to collect data to test the five hypotheses described. The questions 1–7 asked the recipients of demographic factors such as age, gender, location, year of studies, and the major subject of their studies. This was to get statistics of the target group population itself. Questions 8–12 asked the responders of factors related to their consumption habits. This was to get an understanding regarding their basic consumption habits and factors that might impact the decision-making process. These questions were structured questions with fixed answer options. Questions 13–16 focused on gaining information and data of how the ongoing COVID-19 pandemic has potentially affected these consumption habits and the decision-making processes. Therefore, question 15 had an open-ended option in case the responder felt that the pandemic had altered his/her behavior. These questions also form the basis for testing hypotheses 1–3.

Questions 17–27 asked respondents about their knowledge regarding corporate social responsibility and whether or not it affects their behavior as consumers. Additionally, they aimed to identify the key factors and opinions about aspects of corporate social responsibility that have the most likely impact on their behavior. These questions were mainly constructed questions with fixed answers to provide quantitative data. The information acquired through these questions formed the basis for testing hypotheses 4–5. The questionnaire can be found in the appendices section (appendix 1). As it is focused on the Business School students in Finland, the language utilized is Finnish instead of English.

Acknowledging the issues related to low response rate, low participation, and low completeness of the online survey (Deutskens et al., 2006; Roster et al., 2007; Wright & Schwager, 2008) possibility was that the results would be insufficient and lacking. The Webropol survey link was opened 503 times in total, of which 277 started responding to the survey, which would make the responding rate 55,1 %. However, it should be noted that opening the link, and accidentally closing the survey immediately

can cause bias here. Hence, out of those 277 respondents 202 completed the survey. This would make the completion rate of the survey 40,2 % from the total of 503 opened links, and 73 % out of all respondents who actually started filling the survey. Hence, the respondents' completion rate of 73 % will be used, as it is impossible to say how many of those 503 links opened are duplicates, or just accidentally clicked the link without the intention of engaging in the survey. Similarly, it is impossible to know how many of the students or graduates who received the link from Email, LinkedIn, or Facebook in total.

As the responder group of this research represents the complete population of Business School students and graduates, it should provide reliable results as the target group represents the whole population being studied (Heikkilä, 2014, p. 28). Additionally, Heikkilä (2014, p. 27) emphasizes how this clear definition of the target population increases the validity, as does the high response rate (Deutskens et al., 2006; Roster et al., 2007; Wright & Schwager, 2008). Given the difficulty to reach Business School students and graduates across Finland, the completion rate of 73 % from engaged respondents and 40,2 % overall is high. However, given that the survey was an online survey through Webropol, numerous reasons such as technical difficulties or short timeframe can hinder the completion of the survey (Wilson, 2014, p. 179). Correspondingly, it should be noted that as the survey was 27 questions long, students and graduates alike could well have found the questionnaire boring or too long to complete. During the 10-day timeframe, the answering to the survey was recommended and reminded more than once in each of the given channel of distribution. This might have boosted the completion rate.

Furthermore, it should be noted that it is possible that the link shared via LinkedIn and Facebook groups may have been spread forward, which decreases the validity, as does the nature of online survey where respondents cannot be identified. Additionally, number of recipients through email cannot be verified. These factors too can have an impact on the final response and completion rates.



### 3.6 Data analysis techniques

According to Wilson (2010, p. 158) SPSS is a suitable software for the analysis of quantitative data in terms of statistical analysis. Therefore, as most of the questions in the survey questionnaire utilize structured questions with structured answers, SPSS is utilized for the purpose of this research. Additionally, in order to analyze the open-ended questions, both NVivo and Microsoft Excel were utilized. Whilst the NVivo provides better features for the analysis of qualitative data, the Webropol survey offered qualitative data in form of a Microsoft Excel, therefore making it feasible for utilization. Lastly, Mplus software is utilized in the formation of both CFA and SEM.

#### 3.6.1 The descriptive statistics and reliability analysis

After the period of data collection ended, the data collected was checked for errors, such as missing data, outliers, and unengaged responses. As the survey consisted of compulsory questions, the structured questions had no missing data or unengaged responses, therefore no missing columns or rows. However, the open-ended questions had some answers which were unengaged by simply answering with one word or symbol to fill the requirement of compulsory question. Therefore, these answers were excluded for the qualitative data, as they were deemed outliers; inconsistent with the other data values (Wilson, 2014, p. 335). Additionally, possible outliers in the quantitative data can be evaluated through the standard deviation of the data, emphasizing the spread of data around the mean value (Wilson, 2014, p. 337).

In order to analyze the descriptive statistics of the data, as well as the reliability, several analysis were utilized. However, the normality of the data was defined beforehand, in order to choose between utilizing of ANOVA and Kruskal-Wallis in the analysis. Below table 3 shows the non-normal nature of the consumer behavior attributes data, as the significance is 0 for all given variables. Similarly, the table 4 shows the corporate social responsibility attribute data to be non-normal, as the significance is 0 for all of the given factors. Hence, we will be utilizing Kruskal-Wallis in the analysis, as it is more reliable due to the Kolmogorov-Smirnov significance being 0,000. The descriptive statistics of these attributes can be found in the end of the thesis in appendices 3 and 4.

**Table 3. Test of Normality for consumer behavior attributes.**

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Corporate image	,357	202	,000	,781	202	,000
Environment	,304	202	,000	,847	202	,000
Location	,238	202	,000	,885	202	,000
Employee conditions	,202	202	,000	,898	202	,000
Price	,238	202	,000	,811	202	,000
Quality	,370	202	,000	,670	202	,000
Practicality	,301	202	,000	,771	202	,000
Recognizability	,203	202	,000	,902	202	,000
Popularity	,206	202	,000	,905	202	,000
Social Pressure	,208	202	,000	,857	202	,000
Knowledge of origin	,248	202	,000	,891	202	,000
Necessity	,316	202	,000	,747	202	,000
Motivations/feelings	,246	202	,000	,874	202	,000
Culture	,199	202	,000	,904	202	,000
Social class	,178	202	,000	,896	202	,000
Others' consumer behavior	,224	202	,000	,892	202	,000
Friends/Relatives	,239	202	,000	,883	202	,000
Manufacturer	,272	202	,000	,862	202	,000
Commercials	,191	202	,000	,900	202	,000
Internet	,348	202	,000	,667	202	,000
Social media	,245	202	,000	,887	202	,000
Word-of-mouth	,247	202	,000	,886	202	,000

a. Lilliefors Significance Correction

**Table 4. Test of Normality for corporate social responsibility attributes.**

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Importance of CSR	,281	198	,000	,846	198	,000
Economic responsibility	,300	198	,000	,830	198	,000
Legal responsibility	,379	198	,000	,691	198	,000
Ethical responsibility	,315	198	,000	,752	198	,000
Philanthropic responsibility	,233	198	,000	,868	198	,000
Acting by law	,463	198	,000	,551	198	,000
Quality products	,343	198	,000	,719	198	,000
Environment	,250	198	,000	,818	198	,000
Social good	,227	198	,000	,876	198	,000
Employee care	,294	198	,000	,768	198	,000
Employing disabilities	,188	198	,000	,907	198	,000
Corporate image	,299	198	,000	,725	198	,000
Employee attraction	,268	198	,000	,863	198	,000
Helping society	,200	198	,000	,906	198	,000
Helping nature	,233	198	,000	,894	198	,000
Improving profitability	,243	198	,000	,817	198	,000
Customer attraction	,388	198	,000	,649	198	,000

a. Lilliefors Significance Correction

In addition to the Kruskal-Wallis analysis, crosstabulation analysis, One-way ANOVA, chi-squared test, correlation analysis and Cronbach's alpha are being used. The Kruskal-Wallis analysis allows us to see if there is statistical difference between the respondent groups. The appendix 5 shows that the consumer behavior attributes do not have statistical difference between the groups, as all of the p-values are above the 0,05. However, in case of the corporate social responsibility attributes we can see how the opinion about companies' motivations of engaging in CSR actions in terms of the environment has a p-value of 0,019, which indicates statistical difference between the groups.

The crosstabulation analysis is used to find out how different sets of variables affect one another. It shows the join distribution of bi- or multivariate data, which in its simplicity offers advantage when comparing multiple factors or attributes, due to its easy comparison. Although, it should be noted that comparing too many variables at

the same time has a negative impact on the presentation and properties of the table and its data. (Wilson, 2014, p. 525.) Therefore, crosstabulation analysis is utilized in this research as it allows for comparison of different consumer behavior and corporate social responsibility attributes in contrast to the year of studies.

The One-way ANOVA analysis is utilized in testing one-way variance between the different mean values of various variables important for this research. It tests the total range of variation within the data by dividing it into multiple groups and testing the variation between the groups. Additionally, in case the variation between these groups is significantly larger in comparison to the variation within the groups, it indicates existing difference amongst the groups. For the purpose of this research, the null hypothesis is acceptable if the significance level value is more than 0,005. Therefore, the null hypothesis is that there is no statistical difference in the mean of a dependent variable across all of the different groups in the sample. (Heikkilä, 2014, pp. 185 & 210.) Thus, in order to test if there is a difference between the selected consumer behavior and corporate social responsibility attributes (variables), one-way ANOVA is being utilized.

To complement one-way ANOVA, chi-square test is used to evaluate the existing difference between both the observed and expected frequencies. Similarly to the one-way ANOVA, chi-squared test requires the formation of both null and alternative hypotheses. Thus, if the significance level value is lower than the chosen level of 0,05, the alternative hypothesis will be accepted (Wilson, 2014, pp. 245–246). The chi-square significance is shown together with the crosstabulation analysis table regarding each of the chosen variables of this research.

Additionally, correlation analysis is used to study whether or not there is association between two chosen variables. By utilizing correlation coefficient we can measure the extent to which variables are linearly related, on a scale from -1 to 1, where -1 stands for perfect negative, and 1 for perfect positive correlation. Additionally, a value 0 means that the variables are independent and do not have a linear relationship between them. (Wilson, 2014, p. 242.) Thus, Pearson's correlation coefficient is utilized in order to measure associations between sum variables of consumer behavior and CSR.

Furthermore, reliability analysis is used in order to measure the internal consistency of variables in both the consumer behavior and corporate social responsibility attribute groups. Thus, Cronbach's Alpha is utilized, in which if the reliability coefficient of 0,70 or higher is acceptable. Thus, although Cronbach's Alpha is not a statistical test, but instead a coefficient of reliability, it is considered to be a measure of scale of reliability. (UCLA, 2021.)

Lastly, CFA and SEM are being utilized in order to form model for the quantitative analysis. Both confirmatory factor analysis and structural equation modeling are being assessed with certain criteria of acceptance from the statistical significance perspective.

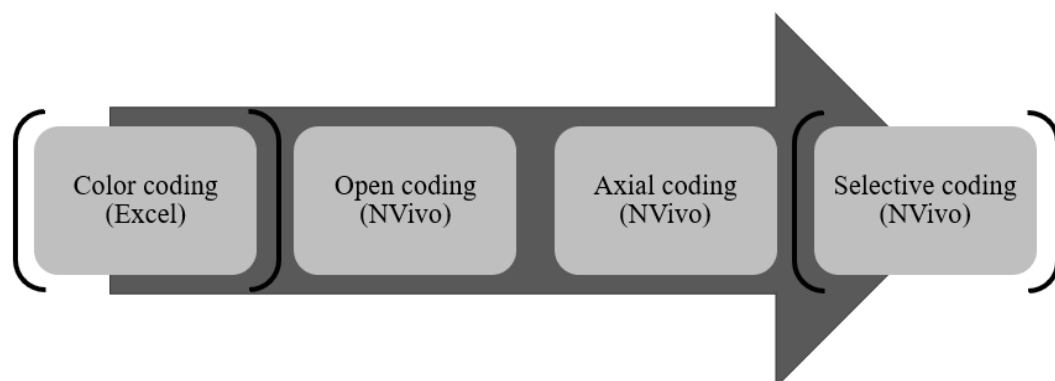
### 3.6.2 Qualitative content analysis process

In order to analyze the more in detail data from the open-ended questions, we are using qualitative data analysis in the form of content analysis. This involves progressive coding, in order to separate the answers from one-another, to form answer pools with similarities. Therefore, this content analysis process involves the following three levels of coding: *open*, *axial*, and *selective*. The analysis started with removal of missing answers, which were either “ - “ or “*I don't know*” as they do not offer any valuable information. After this, the open coding emphasized categorization of data into various themes to find similarities between the answers. (Williams & Moser, 2019.)

First, the questions 8 and 15 were analyzed with NVivo, as they included both the open-ended questions related to typical consumer behavior under normal conditions, and how the pandemic has affected the respondents' consumer behavior. This allowed for a more in-detail studying of the concept of consumer behavior, than the quantitative statistical analyses. Therefore, the qualitative content analysis allows for finding explanations as to how consumers' (respondents') consumer behavior has changed, rather than just getting the information that it has changed. As the answers to both question 8 and 15 could not be color coded, for example like answers with positive or negative feelings, they were divided into their own respective categories.

The answers to questions 8 and 15 were categorized into several different codes based on the nature and contents of the answers. This allowed for creation of several consumer behavior characteristics in the normal conditions, as well as several different alterations and impacts that the COVID-19 pandemic has had on the behavior of consumers. After the open coding, the axial coding was utilized in order to clarify the chosen codes and turn them into various themes, which allows for identification of possible relationships between these codes (Williams & Moser, 2019). After this, the categories found in the axial coding are put together via selective coding, which allows for connection of the categories around one core category, in this case typical consumer behavior and altered consumer behavior.

Additionally, both Excel and NVivo were utilized whilst conducting the qualitative content analysis regarding open-ended questions 23 and 25. These questions were follow-up questions related to why the respondents would/would not support corporations that do not engage in CSR activities, and why the respondents would/would not be willing to pay for more regarding the products made by CSR responsible corporations. The Excel was used in color coding the answers based on whether the respondent was/was not willing to support an organization, and whether or not they were/were not willing to pay more. This helped make the analysis in NVivo easier. Figure 12 summarizes the qualitative content analysis process utilized in this research in general.



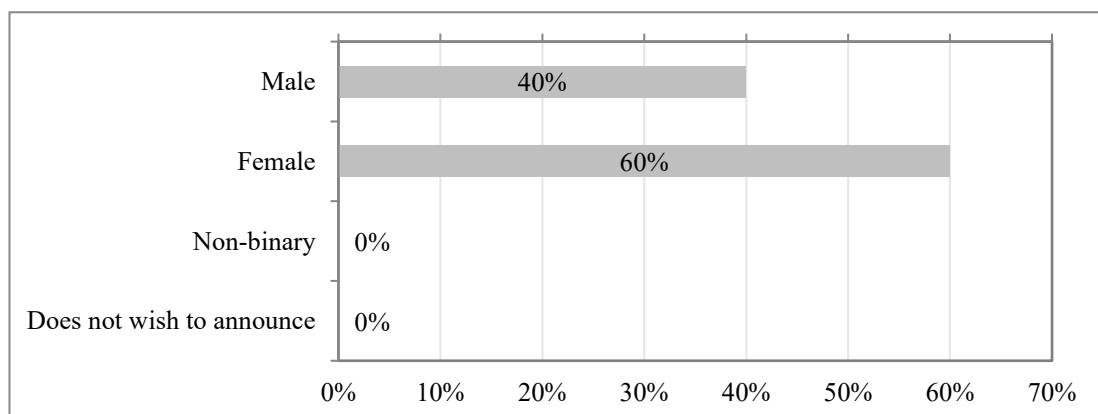
**Figure 12. Summary of qualitative content analysis process.**

### 3.7 Results of the analysis

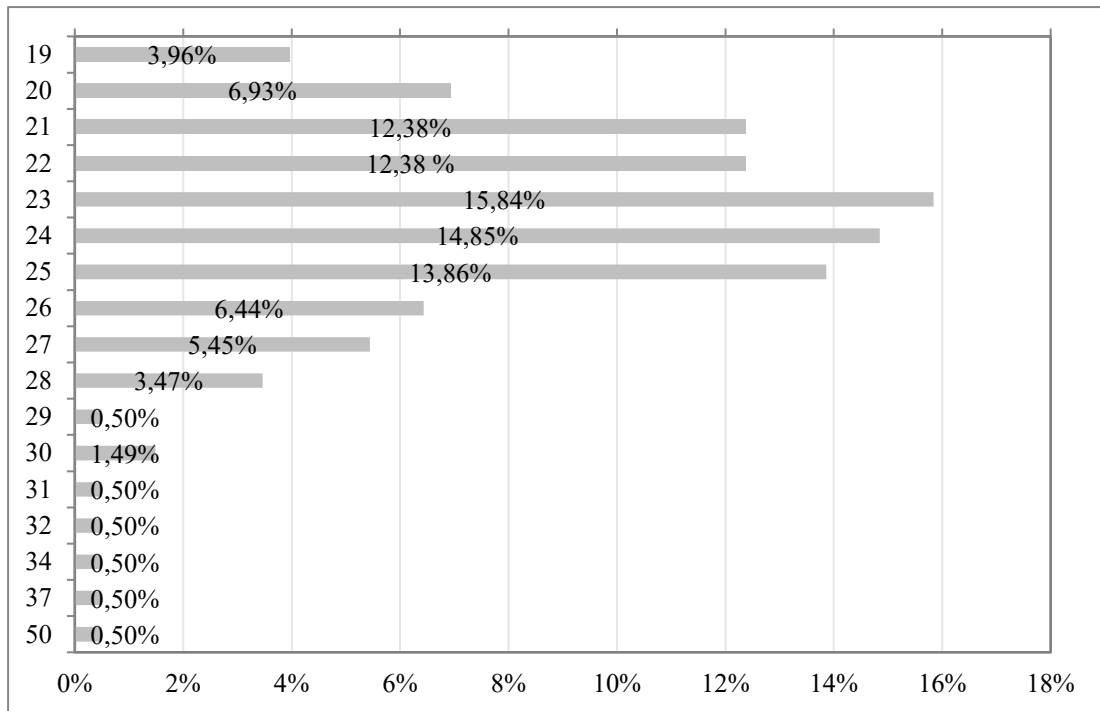
The focus of this chapter is to present the results of both the statistical and qualitative content analysis. First, it focuses on discussing and describing the descriptive statistics of the sample. Next, the results of statistical analyses related to consume behavior and its attributes are presented, followed by statistical analyses regarding the impact of COVID-19 pandemic on consumer behavior. After this, the focus shifts to statistical analyses on perceptions of corporate social responsibility and its attributes. The last part presenting results of statistical analyses focuses on assessing the impact of corporate social responsibility on consumer behavior. Lastly, the results of qualitative content analysis are presented, which offer a more in-depth views and results on consumer behavior and how it has changed due to COVID-19 pandemic, as well as to what kind of factors made the respondents want to support corporations based on their CSR actions, and as to why they would be willing to pay more for products manufactured by such companies.

#### 3.7.1 Description of the sample

The sample of empirical research consists of 202 responses collected via the Webropol survey from Business School students in Finland. 60 % of the respondents were female and 40 % male. The age of the respondents varied between 19 and 50, however more than 80 % of them were age 25 or under. Figure 13 summarizes the gender division of the respondents, whereas figure 14 illustrates the age division.



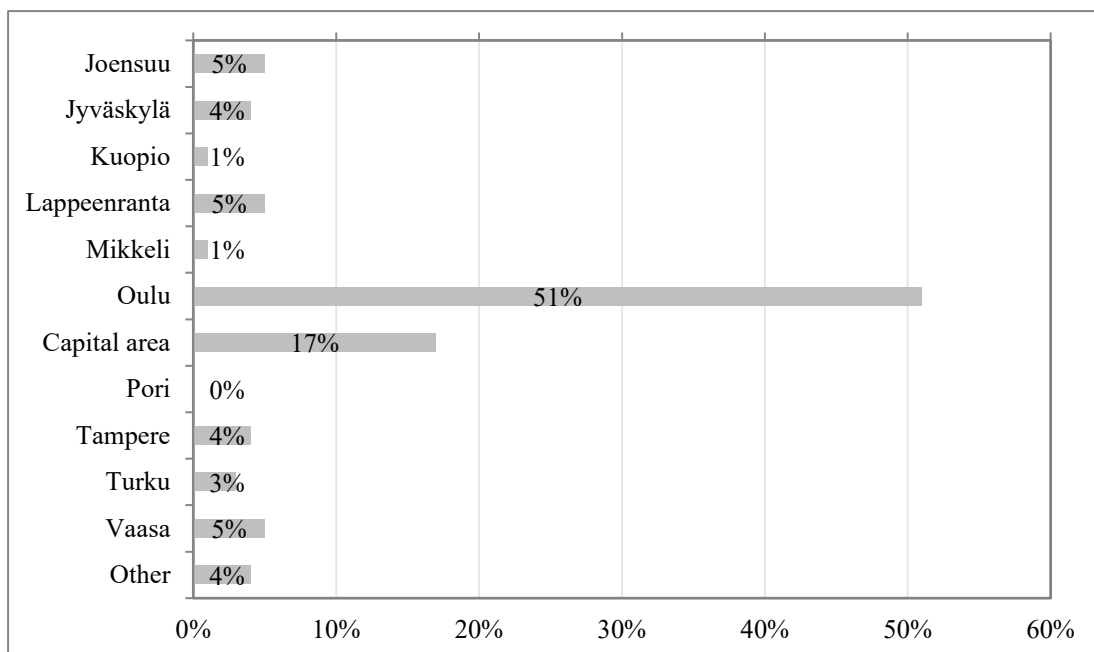
**Figure 13. Summary of the gender division.**



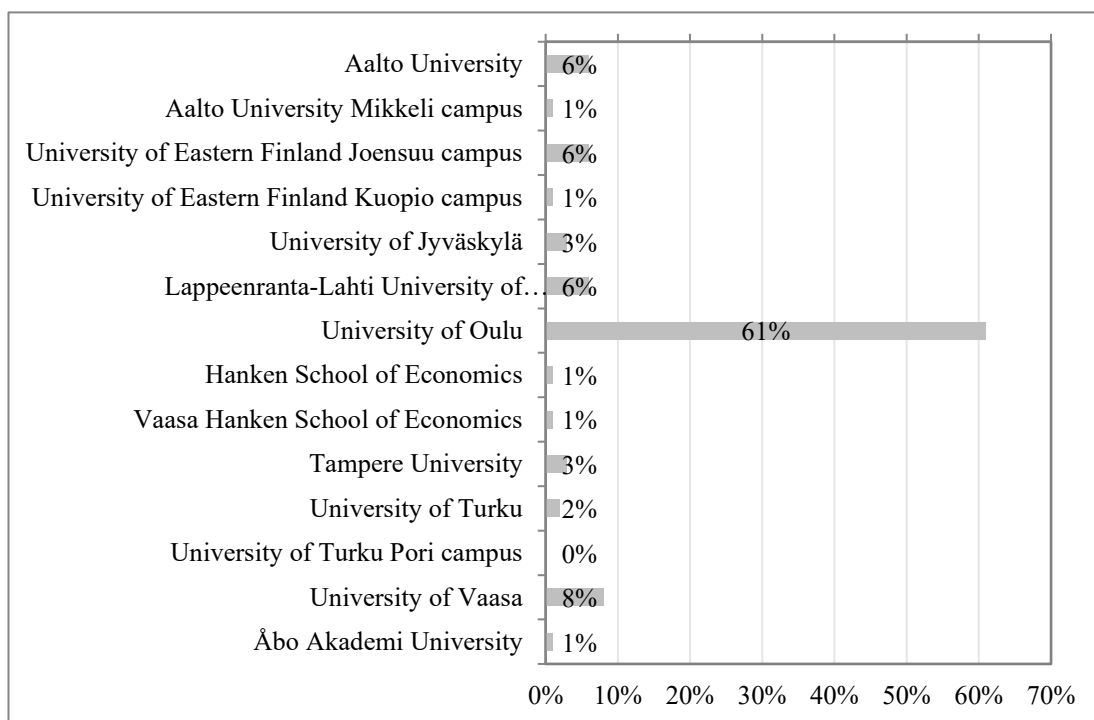
**Figure 14. The age division of the respondents.**

Furthermore, more than 50 % of the responders also live in Oulu, and over 60 % study in the University of Oulu. Thus, the geographical distribution of the respondents, as well as their Universities is not equal. Below figure 15 highlights the geographical division of the respondents, whereas figure 16 emphasizes the location of their studies by each University in more depth.



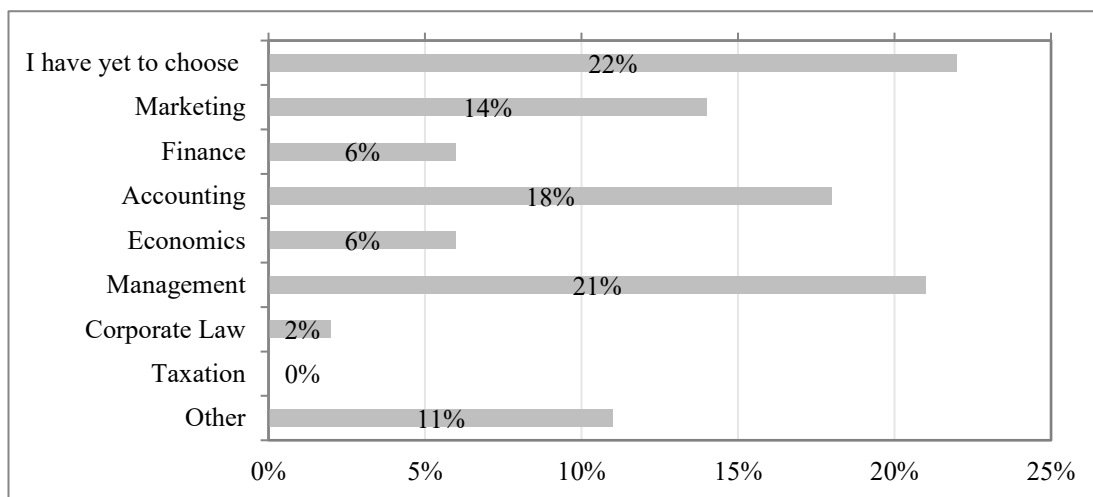


**Figure 15. Geographical distribution of respondents by place of residence.**



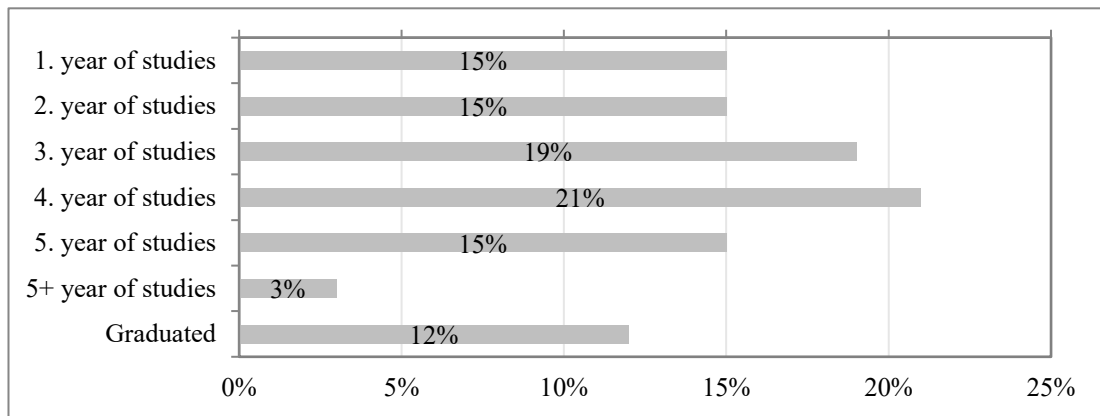
**Figure 16. Summary of Universities in which respondents study.**

However, when the respondents were asked to inform their major subject of study, the distribution between the various topics of economics and business administration gave a much more generalizable result: 22 % have yet to choose their major subject, whereas 21 % are currently studying management, 18 % accounting, and 14 % marketing. As many as 11 % of the respondents informed to study a topic not given in the survey. The figure 17 summarizes the major subject of studies for the respondents.

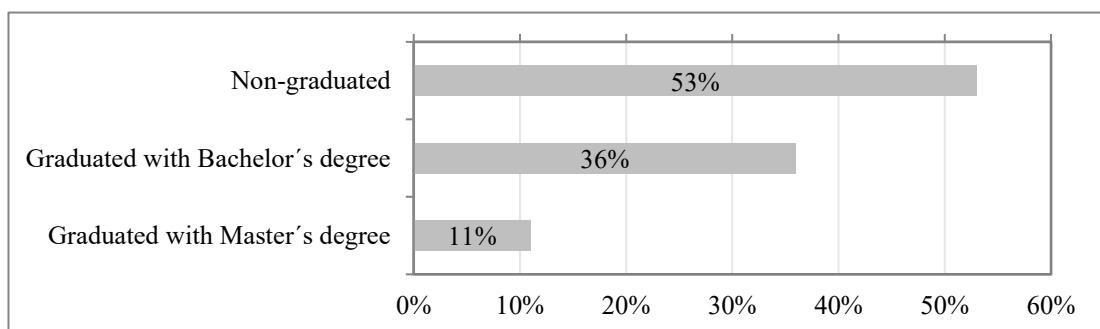


**Figure 17. Major subject of studies.**

Similarly, when the respondents were asked to inform their year of study, the results showcase an even distribution. 15 % of the respondents are first year students, 15 % second year students, 19 % third year students, 21 % fourth year students, and 15 % fifth year students. Additionally, 3 % announce themselves to be over fifth year students, and 12 % have already graduated. To specify, respondents were asked about the level of their graduation. 53 % of the 202 responses were non-graduates, 36 % had a Bachelor's degree, and 11 % had a Master's degree. Thus, there was some misunderstanding as here 11 % informed to have fully graduated, whereas this percentage was 12 in the question regarding the year of studies. Figures 18 and 19 summarize the year of studies and level of graduation for the respondents.



**Figure 18. Summary of respondents' year of studies.**



**Figure 19. Summary of respondents' level of graduation.**

### 3.7.2 Consumer behavior attributes

After the demographic attributes, the respondents were asked to rate a set of specific consumer behavior attributes based on their importance. First of the consumer behavior attributes focused on the general factors of consumer behavior. These attributes are *corporate image*, *environment*, *location*, *employee conditions*, *price*, *quality*, *practicality*, *recognizability*, *popularity*, and *social pressure*. The next attributes focused on the six consumer behavior influences on decision-making, which are *knowledge of origin*, *necessity*, *motivations/feelings*, *culture*, *social class*, and *others' consumer behavior*. Lastly, the respondents were asked about consumer behavior attributes focusing on the information collection in consumer decision-making process. These are *friends/relatives*, *manufacturer*, *commercials*, *Internet*, *social media*, and *word-of-mouth*. Next, the maximum and minimum values were calculated, in addition to analyzing mean and standard deviation of the attributes. The mean is used to analyze the arithmetical average of a frequency distribution, whereas the standard deviation emphasizes the dispersion of the given data around that specific mean value (Wilson, 2014, pp. 244 & 247).

Out of the general consumer behavior factors, *price*, *quality*, and *practicality* received a mean higher than 4, whereas only one of the consumer behavior influences, *necessity*, reached a mean higher than 4. Similarly, when analyzing the consumer decision-making factors, only one attribute received a mean higher than 4, *Internet*. These attributes also had a relatively low standard deviation of under 0,9, which emphasizes that the responses are close to the mean value, indicating a low deviation between the given responses. Most of the attributes fall between 3 and 4, indicating similar deviation due to the standard deviation values as in the attributes with mean over 4. Interestingly, when the respondents were asked about *social class* and *others' consumer behavior* and their impact on the decision-making, the mean values were low, 2,51 for the prior and 2,40 for the latter. However, these attributes had a relatively high standard deviation in comparison to the higher mean value attributes, 1,080 and 1,028, indicating a much higher deviation between the responses. The descriptive statistics of consumer behavior attributes can be seen from the appendix 4.

The consumer behavior attributes which stood out from the rest were examined closer by utilizing crosstabulation analysis between the attributes and the year of studies. The crosstabulation indicates that respondents who are still studying value price to be a more important factor in their consumption in comparison to those who have already graduated. For example, 51,3 % of the third-year students and 66,7 % of the students that have studied for more than five years evaluate price as very important factor, whereas only 25 % of those who have graduated value price to that extend. Additionally, by looking at the fifth-year students, there is an anomaly of 13,3 % not considering price to be that important of a factor, which differentiates from rest of the population. It is worth noting that none of the groups chose option “not important at all”. On the other hand, as the p-value of the chi-squared test is 0,098, there is no statistically significant difference between the different respondent groups. Table 5 summarizes the results of the crosstabulation analysis related to consumer behavior attribute price.

**Table 5. Crosstabulation between year of studies and price as consumer behavior attribute.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Price	Not that important	6,5%	0,0%	5,1%	4,7%	13,3%	0,0%	4,2%	5,4%
	Neutral	19,4%	27,6%	5,1%	9,3%	10,0%	0,0%	20,8%	13,9%
	Somewhat important	41,9%	24,1%	38,5%	55,8%	33,3%	33,3%	50,0%	41,1%
	Very important	32,3%	48,3%	51,3%	30,2%	43,3%	66,7%	25,0%	39,6%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05,  $p = 0,098$

Next, the relation between year of studies and consumer behavior attribute quality was examined. The results show how all of the respondent groups value quality, as none chose the options “not important at all” or “not that important”. The notable difference here are the deviations in second-year students and fourth-year students, where the majority value quality as very important factor, former with 62,1 % and latter with 65,1 %, but where 3,4 % and 4,7 % evaluate quality to be a neutral attribute in their consumer behavior. Rest of the respondent groups have either balanced respondent quantities between the last two options or are favoring quality as a very important attribute. However, as the p-value of chi-square test is 0,469, there is no statistically significant difference between the respondent groups. Table 6 shows the results of the crosstabulation analysis related to consumer behavior attribute quality.

**Table 6. Crosstabulation between year of studies and quality as consumer behavior attribute.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Quality	Neutral	0,0%	3,4%	0,0%	4,7%	0,0%	0,0%	0,0%	1,5%
	Somewhat important	51,6%	34,5%	53,8%	30,2%	40,0%	50,0%	37,5%	41,6%
	Very important	48,4%	62,1%	46,2%	65,1%	60,0%	50,0%	62,5%	56,9%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05,  $p = 0,469$ 

The last of the general consumer behavior factors that emerged, practicality, and its crosstabulation with the year of studies indicates that each of the respondent groups value practically as a consumer behavior attribute to be either somewhat important or very important by over 80 %. However, it also shows how those in the later stages of their studies feel a bit more neutral towards it. However, as the p-value of chi-square test is 0,949, there is no statistically significant difference between the respondent groups. Table 7 shows the crosstabulation analysis related to consumer behavior attribute practicality.

**Table 7. Crosstabulation between year of studies and practicality as consumer behavior attribute.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Practicality	Not that important	3,2%	0,0%	0,0%	2,3%	0,0%	0,0%	0,0%	1,0%
	Neutral	9,7%	13,8%	5,1%	14,0%	13,3%	16,7%	16,7%	11,9%
	Somewhat important	38,7%	27,6%	46,2%	37,2%	46,7%	33,3%	33,3%	38,6%
	Very important	48,4%	58,6%	48,7%	46,5%	40,0%	50,0%	50,0%	48,5%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05,  $p = 0,949$ 

Next, the one emerging consumer behavior attribute from the consumer behavior influences affecting decision-making process, necessity, was analyzed through crosstabulation with the year of studies. This indicates that students near their graduation value necessity as a very important factor in influencing their behavior as consumers, as 60,0 % of the fifth-year and 83,3 % of the beyond fifth-year students deem it very important. Additionally, 100 % of the students beyond fifth-year feel that necessity has a positive impact on their consumption, in comparison to other groups in which necessity is somewhat seen as a neutral or even not important attribute. As the p-value of chi-squared test is 0,858, there is no statistically significant difference

between the groups. Table 8 shows the crosstabulation analysis related to consumer behavior attribute necessity.

**Table 8. Crosstabulation between year of studies and necessity as consumer behavior attribute.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Necessity	Not that important	3,2%	3,4%	5,1%	2,3%	3,3%	0,0%	0,0%	3,0%
	Neutral	9,7%	13,8%	2,6%	7,0%	13,3%	0,0%	12,5%	8,9%
	Somewhat important	32,3%	34,5%	41,0%	46,5%	23,3%	16,7%	33,3%	35,6%
	Very important	54,8%	48,3%	51,3%	44,2%	60,0%	83,3%	54,2%	52,5%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,858

The last emerging consumer behavior attribute in a form of information search, Internet, is a factor affecting consumers' decision-making processes. By analyzing the crosstabulation between the year of studies and Internet as a consumer behavior attribute, we can see how students in general value Internet as a tool of searching for information that could affect their consumer behavior, in comparison to those who have graduated. Whereas only 50 % of the graduated respondents evaluate Internet to be a very important attribute, the same percentage varies between 55,2 % and 66,7 % regarding students. Similarly, whereas four of the five student respondent groups have not chosen the option "not important at all", 4,2 % of the graduates did. However, as the p-value of chi-square test is 0,954, there is no statistically significant difference between the respondent groups. Table 9 shows the crosstabulation analysis related to consumer behavior attribute Internet.

**Table 9. Crosstabulation between year of studies and Internet as consumer behavior attribute.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Internet	Not important at all	0,0%	0,0%	2,6%	0,0%	0,0%	0,0%	4,2%	1,0%
	Not that important	0,0%	3,4%	0,0%	2,3%	3,3%	0,0%	0,0%	1,5%
	Neutral	6,5%	0,0%	5,1%	2,3%	3,3%	0,0%	8,3%	4,0%
	Somewhat important	35,5%	41,4%	25,6%	34,9%	33,3%	33,3%	37,5%	34,2%
	Very important	58,1%	55,2%	66,7%	60,5%	60,0%	66,7%	50,0%	59,4%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,954

Additionally, the respondent groups depending on their year of studies and consumer behavior attributes were examined with the one-way ANOVA. Thus, a null hypothesis

and alternative hypothesis were created in order to assess the variance from the analysis. The null hypothesis stands as there is no statistically significant difference between the respondent groups in terms of consumer behavior attributes. Correspondingly, the alternative hypothesis stands as there is a statistically significant difference between the respondent groups in terms of consumer behavior attributes. The one-way ANOVA analysis indicates that there is a statistically significant difference between the respondent groups regarding consumer behavior attribute of knowledge of origin, as the p-value is 0,043, which is less than the significance level of 0,05. In addition, the attribute word-of-mouth received a p-value of 0,051, which is close to statistically significant difference between the respondent groups as it differs from the significance level of 0,05 by just 0,001. Other consumer behavior attributes show no statistically significant difference between the respondent groups. The one-way ANOVA for consumer behavior attributes can be found in appendix 6.

Lastly, the reliability of the consumer behavior attributes was tested. As Cronbach's Alpha received a result of 0,689, under the threshold of 0,70, the attributes measuring consumer behavior can be deemed questionable (see appendix 8). The complete list of consumer behavior attributes and their Cronbach's Alpha statistics when removed can also be seen from appendix 8. Regardless of the questionable, yet close to good reliability, a sum variable was created in order to study the connection between consumer behavior and corporate social responsibility.

### 3.7.3 Impact of COVID-19 on consumer behavior

Next, the respondents were asked about their consumption habits under the normal circumstances. The crosstabulation analysis between the year of studies and shopping preferences shows in normal conditions shows how students in general favor online shopping, whereas the graduated respondents tend to value physical stores. As the p-value of the chi-squared test is 0,905, there is no statistically significant difference between these groups. Table 10 shows the crosstabulation analysis related to typical consumer behavior statistic.



**Table 10. Crosstabulation between year of studies and typical consumer behavior under normal circumstances.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Which option do you prefer in your consumption under normal conditions? (excluding groceries)	Physical store	41,9%	44,8%	53,8%	51,2%	46,7%	50,0%	58,3%	49,5%
	Online store	58,1%	55,2%	46,2%	48,8%	53,3%	50,0%	41,7%	50,5%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,905

After this the respondents were asked whether or not they had reduced their movement during the ongoing COVID-19 pandemic. By analyzing the crosstabulation between the year of studies and impact on movement, we can see how each of the respondent groups for first-year students up until the graduates have reduced their movement. The highest change occurred amongst the graduates, 95,8 % of which informed to have reduced their movement. The change was lowest, yet still high, amongst the first- and over fifth-year students, 83,3 % of whom had reduced their movement. On the other hand, since the p-value of the chi-squared test is 0,760, there is no statistically significant difference amongst the groups. Table 11 shows the crosstabulation analysis related to impact of COVID-19 within the respondent groups.

**Table 11. Crosstabulation between year of studies and reduction of movement during COVID-19 pandemic.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Have you reduced the amount of movement during COVID-19 pandemic?	No	16,1%	6,9%	7,7%	11,6%	13,3%	16,7%	4,2%	10,4%
	Yes	83,9%	93,1%	92,3%	88,4%	86,7%	83,3%	95,8%	89,6%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,760

As a follow-up, the respondents were asked whether this has had an impact on their consumer behavior. The crosstabulation between the year of studies and the effect of the COVID-19 pandemic on the consumer behavior shows how in total 64,9 % of the respondents feel the pandemic has altered their behavior as consumers. The impact was lowest amongst the students of over five years, as only 50,0 % informed to have changed their consumption habits. In contrast, the change was highest both amongst the fourth-year students and graduates, the former of which 79,1 % have changed their

behavior and latter of which 70,8 %. However, as the p-value of chi-square test is 0,288, there is no statistically significant difference between the respondent groups. Table 12 shows the crosstabulation analysis related to impact of COVID-19 on consumer behavior.

**Table 12. Crosstabulation between year of studies and impact of COVID-19 on consumer behavior.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Has this affected your consumption?	No	45,2%	44,8%	35,9%	20,9%	36,7%	50,0%	29,2%	35,1%
	Yes	54,8%	55,2%	64,1%	79,1%	63,3%	50,0%	70,8%	64,9%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,288

Lastly, the respondents were asked whether or not the COVID-19 pandemic had impacted their consumption between physical and online stores in comparison to the normal conditions. The crosstabulation analysis shows that 51,5 % of the respondents feel that the pandemic has increased their online shopping in comparison to physical stores. 38,1 % of all of the respondents feel that it has not impacted their decision between the two options, whereas 10,4 % are not sure. The respondent group of students with more than five years of studies had felt the lowest impact, as only 16,7 % of them informed to have increased online shopping in comparison to physical, whereas the highest change occurred amongst the first-year students, out of which 61,3 % felt the pandemic had shifted their consumption towards online channels. However, as the p-value of chi-square test is 0,423, there is no statistically significant difference between the respondent groups. Table 13 shows the crosstabulation analysis related to change in consumer behavior between physical and online store.

**Table 13. Crosstabulation between the year of studies and consumption in physical and online stores.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Has your online shopping increased in comparison to physical store shopping during COVID-19 pandemic?	No	25,8%	34,5%	43,6%	48,8%	30,0%	83,3%	29,2%	38,1%
	Yes	61,3%	51,7%	48,7%	44,2%	56,7%	16,7%	58,3%	51,5%
	Not sure	12,9%	13,8%	7,7%	7,0%	13,3%	0,0%	12,5%	10,4%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,423

### 3.7.4 Perceptions of corporate social responsibility

Next questions of the survey involved the concept of corporate social responsibility. First, the respondents were asked of their knowledge regarding the concept itself. Out of the 202 respondents, 4 had no knowledge regarding it. Thus, the respondents dropped to 198 for the last questions of the survey, as the survey ended for those respondents. The crosstabulation analysis between year of studies and knowledge regarding corporate social responsibility shows that the majority of the respondents have at least the basic knowledge of it. 43,6 % of the respondents informed that the concept of corporate social responsibility is familiar to them. This was the highest chosen answer. The crosstabulation between the year of studies shows that the higher of the level of education (= number of years studied), the higher the knowledge of corporate social responsibility. 33,3 % of the fifth-year respondents indicate a very high familiarity to the concept, and 70,8 % of the graduated feel the concept is familiar to them. However, as the p-value of chi-squared test is 0,000 here, there is a statistically significant difference between the groups at significance level of 0,05. Table 14 shows the crosstabulation analysis related to knowledge of corporate social responsibility.

**Table 14. Crosstabulation between the year of studies and knowledge of corporate social responsibility.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
What kind of knowledge do you have of corporate social responsibility (CSR)?	I don't know what that means	6,5%	3,4%	0,0%	2,3%	0,0%	0,0%	0,0%	2,0%
	I have heard of it, but do not know specifically	29,0%	13,8%	5,1%	4,7%	0,0%	0,0%	0,0%	8,4%
	I have the basic knowledge of it	38,7%	44,8%	38,5%	30,2%	20,0%	16,7%	12,5%	31,2%
	Corporate social responsibility is familiar to me	25,8%	31,0%	41,0%	46,5%	46,7%	66,7%	70,8%	43,6%
	I am very familiar with corporate social responsibility	0,0%	6,9%	15,4%	16,3%	33,3%	16,7%	16,7%	14,9%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
Significance level 0,05, p = 0,000									

After identifying those with knowledge about corporate social responsibility, the remaining respondents were asked of how important a factor the implementation of corporate social responsibility is. The crosstabulation analysis between the year of studies and importance of CSR actions indicate that the majority of the remaining 198 respondents value engaging in CSR actions and implementing them as somewhat important. Out of the respondent groups, fifth-year students put emphasis on this the

most as 20,0 % of the respondents in that group find it very important, whereas the third-year and over fifth-year students find it the least important, with 10,3 % and 16,7 % of those groups find it not that important. However, seeing how 96,0 % of all of the respondents feel positive about the CSR engagement, corporate social responsibility does have a significant impact on corporations and their businesses in the eyes of the consumers. On the other hand, as the p-value of chi-square test is 0,764, there is no statistically significant difference between the respondent groups. Table 15 shows the crosstabulation analysis related to importance of corporate social responsibility.

**Table 15. Crosstabulation between the year of studies and importance of corporate social responsibility.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
How important is it for you that companies implement and engage in CSR activities?	Not important at all	0,0%	0,0%	2,6%	0,0%	0,0%	0,0%	0,0%	0,5%
	Not that important	3,4%	0,0%	10,3%	0,0%	3,3%	16,7%	0,0%	3,5%
	Somewhat important	37,9%	32,1%	23,1%	33,3%	23,3%	33,3%	33,3%	30,3%
	Important	44,8%	53,6%	51,3%	52,4%	53,3%	33,3%	54,2%	51,0%
	Very important	13,8%	14,3%	12,8%	14,3%	20,0%	16,7%	12,5%	14,6%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,764

To specify this, the respondents were asked on how important the different levels of responsibility introduced by Carroll (1979) are. The appendix 5 shows how both the legal and ethical responsibilities are valued the most, with mean of 4,54 for the former and 4,37 regarding the latter. These attributes also had low levels of standard deviation, meaning that the respondents in general were close to the mean value in their answers. The other two attributes, economic and philanthropic responsibilities also had low levels of standard deviations, but their mean values were lower, 3,91 for the economic and 3,51 for the philanthropic responsibility. Thus, overall, the respondents value the second and third levels of responsibility when it comes to corporate social responsibility implemented by companies.

The crosstabulation between the year of studies and economic responsibility indicates that most of the respondents value it to be somewhat important. Notable difference is the respondent group of over fifth-year students, where the deviation between the answers is the most polarized as 16,7 % find it not important at all, 33,3 % find in neutral, and 50,0 % find it very important. Therefore, at the same time economic

responsibility has the biggest and lowest impact on that respondent group. Furthermore, students in the end of their academic studies favor the economic responsibility a bit more in comparison to those of early stages of their studies. Here the p-value of the chi-squared test is 0,002, which tells that there is a statistically significant difference between the respondent groups at significance level of 0,05. Table 16 shows the crosstabulation analysis of economic responsibility.

**Table 16. Crosstabulation between year of studies and economic responsibility.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Economic responsibility	Not important at all	0,0%	0,0%	0,0%	0,0%	0,0%	16,7%	0,0%	0,5%
	Not that important	0,0%	7,1%	7,7%	0,0%	0,0%	0,0%	4,2%	3,0%
	Neutral	17,2%	17,9%	23,1%	21,4%	23,3%	33,3%	20,8%	21,2%
	Somewhat important	65,5%	57,1%	51,3%	64,3%	50,0%	0,0%	54,2%	55,6%
	Very important	17,2%	17,9%	17,9%	14,3%	26,7%	50,0%	20,8%	19,7%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,002

The crosstabulation between the most valued responsibility, legal responsibility, and year of studies indicates that only 0,5 % of the 198 respondents find corporations way of being legally responsible not that important. Additionally, the group of over fifth-year students and graduates find it similarly neutral, with 16,7 % of both respondent groups evaluating it to be a neutral responsibility. The highest respondent groups deeming legal responsibility a positive attribute by choosing either somewhat or very important are the fourth- and fifth-year students, the former having 100,0 % positive and latter 96,7 % positive engagement to legal responsibility. However, as the p-value of chi-square test is 0,254, there is no statistically significant difference between the respondent groups. Table 17 shows the crosstabulation analysis of legal responsibility.

**Table 17. Crosstabulation between year of studies and legal responsibility.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Legal responsibility	Not that important	0,0%	0,0%	2,6%	0,0%	0,0%	0,0%	0,0%	0,5%
	Neutral	6,9%	7,1%	7,7%	0,0%	3,3%	16,7%	16,7%	6,6%
	Somewhat important	24,1%	28,6%	25,6%	47,6%	40,0%	0,0%	20,8%	31,3%
	Very important	69,0%	64,3%	64,1%	52,4%	56,7%	83,3%	62,5%	61,6%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,254

As mentioned, the respondents valued ethical responsibility as the second most important corporate social responsibility attribute. The crosstabulation between the year of studies and ethical responsibility indicates that the higher the level of education amongst the respondents, the more important this responsibility becomes, as less than 50,0 % of the first-, second-, and third-year students felt this attribute to be very important in comparison to over 50,0 % of the fourth-, fifth-, over fifth-year, and those who have graduated informed this attribute to be very important. Additionally, over 20,0 % of the respondents of first-year students feel this attribute is neutral or even not that important for the when considering corporate social responsibility and its levels. However, as the p-value of chi-square test is 0,653, there is no statistically significant difference between the respondent groups. Table 18 shows the crosstabulation analysis of ethical responsibility.

**Table 18. Crosstabulation between year of studies and ethical responsibility.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Ethical responsibility	Not that important	3,4%	0,0%	7,7%	0,0%	3,3%	0,0%	0,0%	2,5%
	Neutral	17,2%	7,1%	5,1%	7,1%	10,0%	16,7%	12,5%	9,6%
	Somewhat important	31,0%	50,0%	41,0%	35,7%	30,0%	33,3%	25,0%	35,9%
	Very important	48,3%	42,9%	46,2%	57,1%	56,7%	50,0%	62,5%	52,0%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,653

Lastly, the least valued philanthropic responsibility and its crosstabulation analysis with year of studies indicates that it is the most neutral of the responsibilities amongst the respondents as 43,4 % of them feel neutral towards it. The deviation between the respondent groups is high, as whereas 16,7 % of over fifth-year students feel neutral about philanthropic responsibility, as high as 67,9 % of second-year students inform it to be neutral. Therefore, this responsibility divides the groups the most out of all of the responsibilities introduced by Carroll (1979). However, as the p-value of chi-square test is 0,059, there is no statistically significant difference between the respondent groups, although the value is close to significance level 0,05. Table 19 shows the crosstabulation of philanthropic responsibility.

**Table 19. Crosstabulation between year of studies and philanthropic responsibility.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Philanthropic responsibility	Not important at all	0,0%	3,6%	5,1%	0,0%	3,3%	16,7%	0,0%	2,5%
	Not that important	13,8%	0,0%	2,6%	2,4%	6,7%	16,7%	8,3%	5,6%
	Neutral	34,5%	67,9%	28,2%	50,0%	43,3%	16,7%	45,8%	43,4%
	Somewhat important	37,9%	25,0%	53,8%	33,3%	23,3%	33,3%	37,5%	35,9%
	Very important	13,8%	3,6%	10,3%	14,3%	23,3%	16,7%	8,3%	12,6%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,059

Next, the respondents were asked about attributes regarding various factors of corporate social responsibility. Out of the six factors, four received a mean higher than 4,0, acting by law reaching the highest mean of 4,72. The next most important factors were quality products (4,48), employee care (4,33), and environment (4,14). The standard deviation of these factors were also below 1,0, acting by law being as low as 0,553, which emphasizes the very close proximity to the mean value. These four factors were studied closer with crosstabulation analysis.

The crosstabulation between the year of studies and acting by law indicates that over 76,8 % of the respondents value it as very important attribute. However, there is a significant difference between students and those who have already graduated, as only 54,2 % of respondent group graduated evaluate acting by law to be very important, whereas all of the student respondent groups have a higher than 76,2 % respondent rate in the very important category. Thus, students seem to value acting by law to a much higher extend than those who have graduated. However, as the p-value of chi-square test is 0,142, there is no statistically significant difference between the respondent groups. Table 20 shows the crosstabulation analysis of acting by law.

**Table 20. Crosstabulation between year of studies and acting by law.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Acting by law	Neutral	3,4%	0,0%	2,6%	2,4%	6,7%	16,7%	16,7%	5,1%
	Somewhat important	10,3%	21,4%	15,4%	21,4%	16,7%	0,0%	29,2%	18,2%
	Very important	86,2%	78,6%	82,1%	76,2%	76,7%	83,3%	54,2%	76,8%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,142

The crosstabulation of the second most dominant factor of the corporate social responsibility attributes, quality products and year of studies indicates that over 54,5 % of the respondents value it as very important. The respondent groups of those near the end of their studies and graduated seems to value the quality products a bit more in comparison to those in their early stages of studying. The most notable difference in the respondent groups is the first-year students, out of which 13,8 % are neutral towards quality products. However, as the p-value of chi-square test is 0,452, there is no statistically significant difference between the respondent groups. Table 21 shows the crosstabulation analysis of quality products.

**Table 21. Crosstabulation between year of studies and quality products.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Quality products	Not that important	0,0%	3,6%	0,0%	0,0%	0,0%	0,0%	0,0%	0,5%
	Neutral	13,8%	3,6%	2,6%	7,1%	0,0%	0,0%	4,2%	5,1%
	Important	41,4%	35,7%	51,3%	38,1%	30,0%	33,3%	41,7%	39,9%
	Very important	44,8%	57,1%	46,2%	54,8%	70,0%	66,7%	54,2%	54,5%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,452

Next, the crosstabulation between year of studies and employee care indicates that the students closer to graduation are, the more they favor employee care, as out of the fourth- and fifth-year students more than 90,0 % evaluate employee care to be either somewhat or very important. Interestingly, also second-year students value employee care to this extend. Additionally, whilst over fifth-year students have the highest percentage of option very important, as high as 16,7 % of them evaluate employee care as not that important. Here the p-value of chi-square test is 0,020, which means that there is a statistically significant difference between the respondent groups at significance level of 0,05. Table 22 shows the crosstabulation analysis of employee care.

**Table 22. Crosstabulation between year of studies and employee care.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Employee care	Not important at all	0,0%	0,0%	2,6%	0,0%	0,0%	0,0%	0,0%	0,5%
	Not that important	0,0%	0,0%	0,0%	0,0%	3,3%	16,7%	0,0%	1,0%
	Neutral	24,1%	3,6%	15,4%	9,5%	3,3%	0,0%	16,7%	11,6%
	Important	20,7%	50,0%	46,2%	45,2%	30,0%	16,7%	37,5%	38,4%
	Very important	55,2%	46,4%	35,9%	45,2%	63,3%	66,7%	45,8%	48,5%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,020



Lastly, the crosstabulation between year of studies and environment shows that the higher the level of education, the higher the emphasis on environment factor as a corporate social responsibility attribute. The appreciation is highest amongst fourth-, fifth-, and over fifth-year students, as more than 90,0 % of them feel positive towards it. However, as the p-value of chi-square test is 0,136, there is no statistically significant difference between the respondent groups. Table 23 shows the crosstabulation analysis of environment.

**Table 23. Crosstabulation between year of studies and environment.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Environment	Not that important	6,9%	3,6%	7,7%	0,0%	0,0%	0,0%	4,2%	3,5%
	Neutral	24,1%	17,9%	23,1%	4,8%	10,0%	0,0%	12,5%	14,6%
	Important	37,9%	39,3%	51,3%	61,9%	36,7%	50,0%	41,7%	46,5%
	Very important	31,0%	39,3%	17,9%	33,3%	53,3%	50,0%	41,7%	35,4%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,136

Additionally, the respondent groups depending on their year of studies and corporate social responsibility attributes were examined with the one-way ANOVA. Thus, a null hypothesis and alternative hypothesis were created in order to assess the variance from the analysis. The null hypothesis stands as there is no statistically significant difference between the respondent groups in terms of corporate social responsibility attributes. Correspondingly, the alternative hypothesis stands as there is a statistically significant difference between the respondent groups in terms of corporate social responsibility attributes. The one-way ANOVA analysis indicates that there is a statistically significant difference between the respondent groups regarding corporate social responsibility attribute of environment as the p-value is 0,010, which is less than the significance level of 0,05. Other corporate social responsibility attributes show no statistically significant difference between the respondent groups. The one-way ANOVA for corporate social responsibility attributes can be found in appendix 7.

Lastly, the reliability of the corporate social responsibility attributes was tested. As Cronbach's Alpha received a result of 0,794, exceeding the threshold of 0,70, the attributes measuring corporate social responsibility can be considered reliable (see appendix 9). The complete list of corporate social responsibility attributes and their

Cronbach's Alpha statistics when removed can also be seen from appendix 9. A sum variable of corporate social responsibility was created in order to study the connection between consumer behavior and corporate social responsibility.

### 3.7.5 Impact of corporate social responsibility on consumer behavior

After identifying the respondents' perceptions of corporate social responsibility, they were asked of how much attention they pay to the CSR actions implemented by corporations in general as consumers. The crosstabulation between year of studies and CSR actions implemented by corporations indicates that 98,0 % of all of the respondents do somewhat pay attention to CSR actions of the corporations. The emphasis is highest amongst the fifth-year students, as 13,3 % inform that CSR has a huge meaning on their behavior as consumers, whereas the impact on average is smallest amongst the over fifth-year students, as 16,7 % of them don't pay attention to CSR actions. As the p-value of chi-square test is 0,015, there is a statistically significant difference between the respondent groups at significance level of 0,05. Table 24 shows the crosstabulation analysis of the impact of CSR actions on consumer behavior.

**Table 24. Crosstabulation between year of studies and impact of CSR actions on consumer behavior.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
How much attention do you pay to CSR actions implemented by corporations?	I don't pay attention	0,0%	0,0%	7,7%	0,0%	0,0%	16,7%	0,0%	2,0%
	Not much, occasionally I favor companies engaging in CSR	55,2%	35,7%	48,7%	31,0%	40,0%	33,3%	33,3%	40,4%
	I try to recognize responsible companies and support them	44,8%	57,1%	41,0%	69,0%	46,7%	50,0%	58,3%	53,0%
	CSR has a huge effect on my behavior as a consumer	0,0%	7,1%	2,6%	0,0%	13,3%	0,0%	8,3%	4,5%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,015

Next, the respondents were asked both whether or not they would be willing to support a company that does not engage nor implement CSR actions, and whether or not they would be willing to pay more for products made by a company engaging and implementing CSR actions. First, the crosstabulation between year of studies and willingness to support companies that do not engage nor implement CSR actions

indicates that 21,2 % of all respondents would be willing to support those companies, whereas 33,8 % would not. Additionally, 44,9 % of the respondents, the majority, are not sure of how they would react. Interestingly, fifth-, over fifth-year students, and graduates have the highest rates of the respondent groups when it comes to not be willing to support those organizations, with 56,7 % of fifth-year students being reluctant of supporting such behavior. However, as the p-value of chi-square test is 0,284, there is no statistically significant difference between the respondent groups. Table 25 shows the crosstabulation analysis of willingness to support companies that do not engage nor implement CSR activities.

**Table 25. Crosstabulation between year of studies and willingness to support non-CSR implementing organizations.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Would you be willing to support a company that does not engage nor implement CSR actions	Yes	20,7%	21,4%	20,5%	23,8%	16,7%	33,3%	20,8%	21,2%
	No	34,5%	25,0%	28,2%	21,4%	56,7%	33,3%	45,8%	33,8%
	Not sure	44,8%	53,6%	51,3%	54,8%	26,7%	33,3%	33,3%	44,9%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,284

In contrast, when the respondents were asked about willingness to pay more for products made by a responsible companies, the crosstabulation between year of studies and willingness to pay more indicates that 63,6 % of the respondents would in fact be willing to pay more. This was least favored amongst the group of over fifth-year students, where only 33,3 % would be willing to pay more. Additionally, the percentage was highest amongst the graduates, out of which as many as 79,2 % would be willing to pay more. Here the p-value of chi-squared test is 0,000, so there is a statistically significant difference between the respondent groups at significance level of 0,05. Table 26 shows the crosstabulation analysis of willingness to pay more for products made by CSR implementing companies.

**Table 26. Crosstabulation between year of studies and willingness to pay more for products made by organizations implementing CSR.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Would you be willing to pay more for products made by a company that does engage in and implements CSR actions?	Yes	51,7%	60,7%	56,4%	78,6%	60,0%	33,3%	79,2%	63,6%
	No	10,3%	7,1%	5,1%	4,8%	20,0%	66,7%	8,3%	10,6%
	Not sure	37,9%	32,1%	38,5%	16,7%	20,0%	0,0%	12,5%	25,8%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,000

Lastly, the respondents were asked about the motivational attributes behind companies' decisions to engage and implement CSR actions. Out of the six possible attributes being studied, three emerged with a mean value over 4,0. Firstly, customer attraction gained a mean value of 4,57 with a standard deviation of 0,686. Secondly, corporate image had a mean value of 4,32 and standard deviation of 0,899. Thirdly, improving profitability received a mean of 4,10 and standard deviation of 0,954. Thus, they were chosen for further analysis through crosstabulation.

The crosstabulation between the year of studies and customer attraction as a motivation to engage in CSR activities shows how the majority of respondents, 65,2 % evaluate it to be a very important attribute for companies to engage in such activities. However, amongst all of the respondent groups, only 54,2 % of the graduates felt it to be a very important attribute, and as many as 41,7 % deemed it somewhat important. However, as the p-value of chi-square test is 0,730, there is no statistically significant difference between the respondent groups. Table 27 shows the correlation analysis of customer attraction as a motivation to engage in CSR activities.

**Table 27. Crosstabulation between year of studies and customer attraction as a motivational attribute to engage in CSR.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Customer attraction	Not important at all	0,0%	3,6%	0,0%	0,0%	0,0%	0,0%	0,0%	0,5%
	Not that important	0,0%	0,0%	0,0%	2,4%	3,3%	0,0%	0,0%	1,0%
	Neutral	6,9%	3,6%	0,0%	9,5%	6,7%	0,0%	4,2%	5,1%
	Somewhat important	31,0%	28,6%	23,1%	31,0%	20,0%	16,7%	41,7%	28,3%
	Very important	62,1%	64,3%	76,9%	57,1%	70,0%	83,3%	54,2%	65,2%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,730

The crosstabulation between the year of studies and corporate image as a motivation to engage in CSR activities shows that the students in their early years of studies feel the corporate image to be a greater motivation for organizations to engage in CSR activities in comparison to those in the latter stages or even graduated. An outlier would be the respondent group of students over fifth-year studies, out of which as many as 83,3 % believe the corporate image to be a very important reason to engage in such activities. However, as the p-value of chi-square test is 0,615, there is no statistically significant difference between the respondent groups. Table 28 shows the crosstabulation analysis of corporate image as a motivation to engage in CSR activities.

**Table 28. Crosstabulation between year of studies and corporate image as a motivational attribute to engage in CSR.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Corporate image	Not important at all	0,0%	3,6%	0,0%	4,8%	0,0%	0,0%	0,0%	1,5%
	Not that important	3,4%	3,6%	0,0%	9,5%	6,7%	0,0%	4,2%	4,5%
	Neutral	13,8%	7,1%	7,7%	2,4%	3,3%	0,0%	8,3%	6,6%
	Somewhat important	31,0%	21,4%	35,9%	35,7%	43,3%	16,7%	45,8%	34,8%
	Very important	51,7%	64,3%	56,4%	47,6%	46,7%	83,3%	41,7%	52,5%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,615

Furthermore, the crosstabulation between year of studies and improving profitability as a motivation to engage in CSR activities indicates that while the majority of respondents (41,4 %) believe it to be a very important attribute, as many as 15,2 % of the respondents feel neutral about its importance regarding companies that engage in the CSR activities. Additionally, 7,6 % of the respondents actually feel it to be not that important. Furthermore, the group most sceptic about its importance as a motivational attribute are the second-year students, out of which 17,9 % evaluate it to be not that important of an attribute. However, as the p-value of chi-square test is 0,421, there is no statistically significant difference between the respondent groups. Table 29 shows the crosstabulation analysis of improving profitability as a motivation to engage in CSR activities.

**Table 29. Crosstabulation between year of studies and improving profitability as a motivational attribute to engage in CSR.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
Improving profitability	Not important at all	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,5%
	Not that important	0,0%	17,9%	7,7%	7,1%	6,7%	0,0%	8,3%	7,6%
	Neutral	24,1%	3,6%	23,1%	14,3%	6,7%	0,0%	20,8%	15,2%
	Somewhat important	34,5%	28,6%	33,3%	35,7%	40,0%	33,3%	41,7%	35,4%
	Very important	37,9%	50,0%	35,9%	42,9%	46,7%	66,7%	29,2%	41,4%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,421

Lastly, when the remaining 198 respondents were asked of their opinions on how does the implementing, and achieving, corporate social responsibility affect the image and reputation of those corporations, results were somewhat unanimous. The crosstabulation between the year of studies and perceptions of how their implementation and achieving affects corporate image and reputation indicates, that 98,0 % of the respondents predict a positive result, whereas only 2,0 % think that it does not have or has a somewhat negative impact on the two factors. Second-, and fifth-year students felt that these actions have a very positive impact on corporations' image and reputation. The chi-square test shows a p-value of 0,017, which means that there is a statistically significant difference between the respondent groups. Table 30 shows the crosstabulation analysis of perceptions related to corporate image and reputation as a result of achieving CSR.

**Table 30. Crosstabulation between year of studies and perceptions of corporate image and reputation as a result of achieving CSR.**

		1. year of studies	2. year of studies	3. year of studies	4. year of studies	5. year of studies	5+ year of studies	Graduated	Total
How does, in your opinion, implementing and achieving CSR affect the image and reputation of the corporation	Somewhat negatively	0,0%	0,0%	2,6%	0,0%	0,0%	16,7%	0,0%	1,0%
	Not at all	3,4%	0,0%	2,6%	0,0%	0,0%	0,0%	0,0%	1,0%
	Somewhat positively	48,3%	25,0%	41,0%	38,1%	23,3%	50,0%	58,3%	38,9%
	Very positively	48,3%	75,0%	53,8%	61,9%	76,7%	33,3%	41,7%	59,1%
Total		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Significance level 0,05, p = 0,017

The relationship between consumer behavior and corporate social responsibility was examined with Pearson's correlation. The analysis between the sum variable of consumer behavior attributes and CSR attributes shows correlation coefficient of 0,470, which indicates a positive correlation between the sum variables. Therefore,

there is a low to medium correlation between consumer behavior and corporate social responsibility. The result is also statistically significant at a significance level of 0,01, and the two-tailed significance for this analysis is 0,000, meaning there is a statistical significance between the sum variables. The result of the Pearson's correlation analysis can be seen in Appendix 10.

Next, the 22 consumer behavior attributes and 16 corporate social responsibility attributes were utilized to form a confirmatory factor analysis (CFA) model. However, after multiple second, third, and even fourth order confirmatory factor analyses, no statistically acceptable model could be created. Additionally, the model was modified by excluding factors with low factor loadings to increase the statistical acceptance, without success. This was due to the fit indices: Chi-square p-value, RMSEA, CFI, TLI, and SRMR, falling short of their accepted thresholds, or the maximum number of iterations being exceeded due to the complexity of the model. Therefore, the structural equation modeling could not be conducted for that model.

However, by utilizing Mplus software, a model was created consisting of sum variables of consumer behavior (CB): general factors, influences, and information search, and sum variables of corporate social responsibility (CSR): responsibility levels, perceptions, and motives. In order to evaluate these sum variables, Taber (2018) has created a chart of different qualitative descriptors based on multiple authors in order to interpret the alpha values. This categorization was seen feasible for the purpose of this research. The sum variables related to CB received the following Cronbach's alpha results concerning reliability: *general factors (0,331)*, *influences (0,456)* and *information search (0,504)*. Correspondingly, the sum variables related to CSR received the following results: *responsibility levels (0,640)*, *perceptions (0,700)*, and *motives (0,350)*. These values can also be seen in the appendix 11.

Generally, an alpha value above 0,7 can be viewed as acceptable. However, Taber (2018) emphasizes that anything above the threshold of 0,6 can be seen as satisfactory, and anything above 0,45 as acceptable. Thus, 4 of the sum variables can be evaluated acceptable for the purpose of this analysis, and the latter 2 can be utilized whilst recognizing their characteristics as not satisfactory and below sufficient. (Taber, 2018.) The reason for utilizing sum variables instead of the 38 independent variables

is a result of insufficient fit indices when trying to accomplish a model based on all of the individual factors utilizing second order confirmatory factor analysis. Thus, in order to provide the research with a CFA in the first place, sum variables were chosen.

By looking at the Mplus output statistics, we can see that the chi-square test of the model shows p-value of 0,0049, which is below the significance level of 0,050, and can thus be viewed as fit for the model, especially as it consists of several factors and a rather big data set of 202 (>200). Furthermore, the RMSEA for the model is 0,093, which is below the threshold of 0,1. However, it is above the 0,08 which indicates good fit (Browne & Cudect, 1993). Additionally, the CFI (comparative fit index) for the model is 0,952, which is above the 0,95 and thus can be seen excellent (Hu & Bentler, 1999), whereas the TLI (Tucker-Lewis Index) for the model stands at 0,909, which falls short of the threshold of 0,95, but is above the accepted level of 0,9 (Jaccard & Wan, 1996). Additionally, as the sample size is not above 300, the importance of other fit indices in comparison to TLI remain relevant and their utilization is justified (Juntunen, Juntunen & Autere, 2013). Lastly, the SRMR of the model is 0,048, which is greatly below the threshold of 0,08. The Fit indices can be found from appendix 12.

Statistically, the model can therefore be accepted. The model shows standardized estimates can be viewed as correlation values while interpreting the model. The factor loading of 0,631 between consumer behavior and its factors can be seen as mediocre. The factor loading of 0,746 between consumer behavior and its influences can be viewed as good, whereas the factor loading of 0,628 between consumer behavior and information search can be seen as mediocre. In addition, the factor loading of 0,874 between CSR and its levels of responsibility can be seen as excellent, whereas the factor loading of 0,783 between CSR and perceptions of corporate CSR actions is good, whilst the factor loading of 0,423 between CSR and corporate motives to engage in CSR actions is mediocre at best.

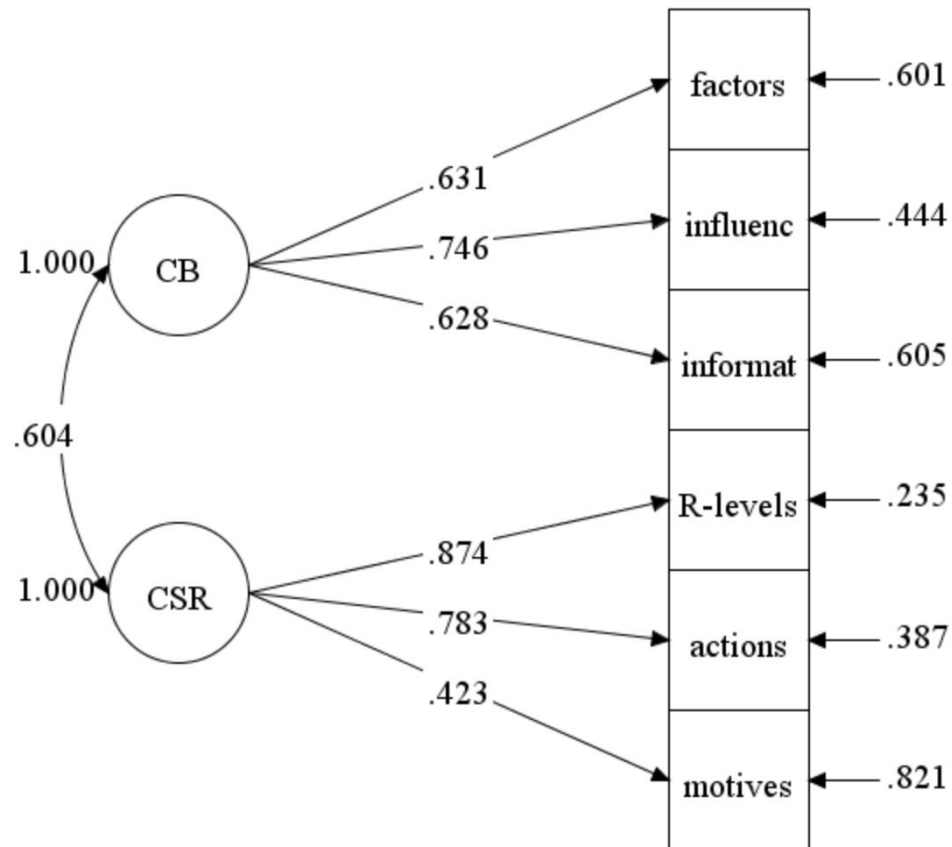
The first level consists of theoretical connection between consumer behavior and corporate social responsibility, which are then divided into sub groups based on theoretical factors having an impact on consumer behavior, influences affecting consumer decision-making process, levels of responsibility by Carroll (1979),



perceptions of corporate social responsibility actions implemented by companies, and lastly motives for companies to engage in these actions.

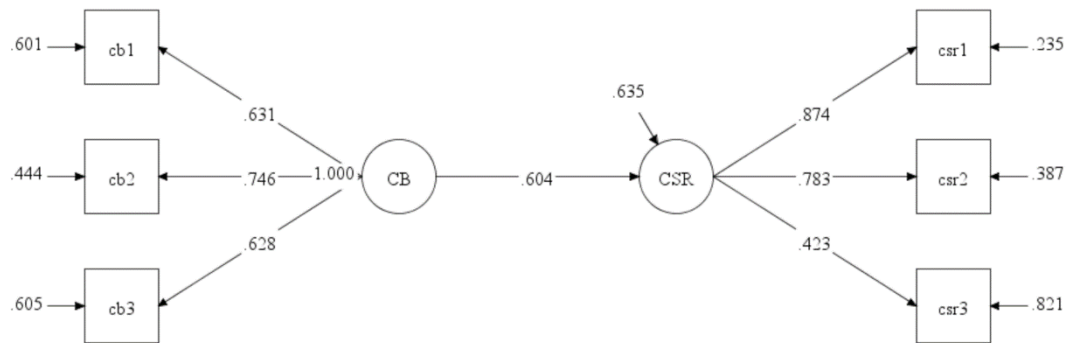
Unfortunately, the continuation towards second order confirmatory analysis was not conducted due to the utilization of sum variables. Additionally, it should be noted that the creation of sum variables reduced the number of factors from 38 to just 6. The first sum variable of consumer behavior attributes consists of general consumer behavior factors which are *corporate image, environment, location, employee conditions, price, quality, practicality, recognizability, popularity, and social pressure*. The second sum variable of consumer behavior attributes consists of influences related to consumer behavior which are *knowledge of origin, necessity, motivations/feelings, culture, social class, and others' consumer behavior*. The third sum variable of consumer behavior attributes consists of ways of searching for information which are *friends/relatives, manufacturer, commercials, Internet, social media, and word-of-mouth*.

Correspondingly, the first sum variable of corporate social responsibility attributes consists of levels of responsibility introduced by Carroll (1979) which are *economic, legal, ethical, and philanthropic responsibilities*. The second sum variable of corporate social responsibility consists of CSR perceptions of what makes a company responsible, which are *acting by law, quality products, environment, social good, employee care, and employing disabilities*. The third sum variable of corporate social responsibility consists of motives behind engaging in CSR activities, which are *corporate image, helping society, helping nature, improving profitability, employee attraction, and customer attraction*. The sum variables were created through SPSS by computing variables. Figure 20 shows the CFA model related to consumer behavior and corporate social responsibility.



**Figure 20. CFA of consumer behavior and corporate social responsibility.**

Next, the structural equation modeling (SEM) was conducted. The fit indices for this model are the same as for the CFA, which indicates a good model fit. However, structural equation model should also be assessed with construct reliabilities. Table 31 shows both the fit indices and construct reliabilities for the SEM presented in figure 21. The average variance extracted (AVE) should be above 0,5 for the model to be accepted. In addition, both composite reliability (CR) and Cronbach's Alpha should be above 0,7. Hence, we can see that whilst the CR and alpha levels are above – or relatively close – to the value of 0,7, the AVE for consumer behavior falls short of the 0,5. However, by acknowledging this issues, the model is utilized and accepted, due to its feasible utilization for the purpose of this research. The limitations will be discussed in chapter 3.8.



**Figure 21. Empirical model between consumer behavior and corporate social responsibility (SEM).**

**Table 31. Fit indices and construct reliabilities of the model.**

Model fit		Construct reliabilities		
Chi-square	22.000 (df. 8, P 0,0049)		CB	CSR
RMSEA	0,093	AVE	0,450	0,519
CFI	0,952	CR	0,709	0,750
TLI	0,909	Alpha	0,697	0,712
SRMR	0,048			

### 3.7.6 Results of the qualitative content analysis

The results of the qualitative content analysis in terms of consumer behavior, impact of COVID-19 pandemic on consumer behavior, and willingness to support and pay more for products manufactured by a corporation taking corporate social responsibility actions in their businesses are presented here. This content analysis provides more depth to the statistical analyses presented above, thus allowing for deeper understanding as to how consumers have been influenced by the pandemic, and as to why CSR plays an important role in their consumption.

The qualitative content analysis regarding question 8 indicates that out of the 202 respondents, typical consumer behavior characteristics involved *paying attention to environment (5), familiarity of products (5), impulsive consumption (25), consumption of local products (9), minimalistic consumption (1), consumption based on necessity*

(41), *online-oriented consumption* (2), *consumption based on quality and/or price* (36), *rational consumption* (72), and *mixture of consumption styles* (6). Two of the answers were identified as empty answers, as one respondent did not understand the question and another respondent simply chose to skip the question. Thus, we can see that rationality, necessities, quality and/or price, and impulsivity play a key role in the respondents' consumption habits under normal conditions. It should be noted that whilst these answers are strictly categorized utilizing open coding, some of the answers had characteristics favoring one or two of these codes. For simplicity, they have been labelled as the more dominant category. Additionally, some consumption habits displayed such a variety that they had to be coded into mixture of consumption styles. Below are some examples of what the respondents answered, in order to gain insight as to how the typical consumption was described. They have been translated into English.

#### *Rational consumption*

"Typically, I try to plan my consumption as early beforehand as possible in order to avoid unnecessary purchases, especially with the more expensive consumer goods such as clothes. Related to groceries, I am a bit more impulsive as it depends on what I feel like having that day."

"I plan my purchases in advance, and I rarely make impulsive decisions and instead try to be rational when buying."

"I make my purchases based on rationality and quality, favoring domestic goods."

"My consumption is mostly based on displaying my values and therefore rational and not impulsive."

#### *Consumption based on necessity*

"I only make purchase-decisions based on need."

"I only buy goods which I have need for. I choose the cheapest product or the one with the greatest quality."

"I am focusing my consumption to times when I actually need something."

*Consumption based on price and/or quality*

“I prefer to buy quality products which are responsibly produced. I gladly pay more for them.”

“I focus my consumption on goods that are discounted.”

“For me, price-quality ratio is very important.”

*Impulsive consumption*

“My consumption habits are based on impulse and emotions.”

“I am an impulsive consumer and often react to advertisements, buying the advertised products if I feel like it...”

“I make quick purchase-decisions after receiving information of the product/service.”

Next, question 15 was analyzed with qualitative content analysis utilizing NVivo. This was a follow-up question related to whether or not the respondents feel that the COVID-19 pandemic has affected their consumer behavior or not. Respondents who felt that the pandemic has indeed had an impact on their behavior were eligible to respond to this question. This question was utilized to gain more in-depth views as to how the COVID-19 pandemic has actually affected their behavior, which could not be answered thoroughly utilizing statistical analysis. Thus, this question received 131 answers. However, same answer might match two or more of the codes, and have therefore been included in multiple categories as they did not indicate favoritism towards a single category. The following categories were coded with open coding based on the characteristics of the answers: *bigger purchases at a time* (9), *decrease in physical store consumption* (11), *avoiding crowded shopping areas* (8), *decrease in traveling* (2), *home delivery* (1) *increase in impulsive consumption* (2), *increase in online shopping* (33), *less consumption* (30), *less or no clothes* (12), *new targets of consumption* (1), *focusing on necessities* (14), *reduction of impulsive consumption* (13). Thus, the most emerging impacts were utilization of online channels, lesser consumption, and decrease in physical stores with a sub-category of avoiding crowded shopping areas. Below are few examples of these categories to gain more in-depth

view of the impact of COVID-19 pandemic on respondents' behavior, which are again translated into English for simplicity.

*Increase of online shopping*

"Normally, I favor physical stores but due to the pandemic I have been forced to focus on online shopping."

"By consumption has fully shifted to online channels, resulting in lesser consumption."

"My consumption has nearly completely moved to online shopping."

*Less consumption*

"My consumption has simply decreased."

"I focus my consumption on groceries. Other kind of shopping is minimized."

"Generally speaking, my consumption has decreased."

*Decrease in physical stores (avoiding crowded shopping areas)*

"My visits to physical stores have decreased, as I have lesser need for purchases."

"I have decreased my amount of visits to physical stores, especially related to clothing and cosmetics."

"I am avoiding rush hours and prefer shops in locations that are not that crowded, for example if the same shop is found in multiple locations, I choose the more remote one."

As we can see, the impact of COVID-19 pandemic on consumer behavior is much more diverse than just favoring online channels. Additionally, it shows how consumers might actually be consuming less than under normal conditions, which is something that companies need to understand. Therefore, the qualitative content analysis has yielded useful information which could not be derived from the statistical analyses.

Next, the qualitative content analysis was utilized for question 23, which asked the respondents why they would/would not be willing to support corporations that do not engage in CSR actions. This question received 198 responses, out of which 165 were qualified to the analysis. 33 of the given responses were either blanks or respondents not having an opinion on the matter. These responses were first categorized in Excel based on their opinions regarding corporations not engaging in CSR actions. 80 of those responses were positive towards not supporting such organizations, whereas 44 responses informed to prefer companies that engage in CSR actions, but are sometimes forced to either support corporations that do not, due to not finding an alternative or simply not having enough information beforehand. The last 41 responses stated various justifications and opinions as to why they would support non CSR engaging corporations. These three groups were further categorized and analyzed in NVivo.

Firstly, the 80 respondents with positive feelings towards not supporting corporations that do not engage in CSR were coded into different categories to discover reasons for choosing the option to not support those corporations. The following categories emerged: *to support CSR (30)*, *to have an impact (22)*, *there's always a choice (5)*, *own values (7)*, *morality (10)*, and *feeling of responsibility (6)*. Therefore, the reasons can further be divided into two categories, either into a statement or feeling based. This shows the diversity of reasons as to how the respondents perceive CSR, which adds to the statistical analyses utilized earlier in the research. The appendix 13 illustrates this categorization done via NVivo.

Secondly, the 44 respondents with mixed feelings about supporting corporations that do not engage in CSR were coded into their own respective categories. This division was a bit more diverse in comparison to the respondents who were positive not to support such organizations. For example, some respondents informed that there could be a situation where they cannot find a CSR friendly alternative in terms of manufacturer/seller. The openly chosen codes were further divided under axial codes, which are *price*, *information based issues*, *careless consumption*, and *dependent reasons*. The individual code categories providing a more in-depth analysis were *financial situation (2)*, *being a student (5)*, *lack of information (10)*, *unclear CSR (3)*, *company shifting towards CSR (1)*, *not finding alternative (9)*, *depending on CSR issue*

(10), *impulsive consumption* (1), and *accident* (3). The appendix 14 shows the NVivo coding for the depending support towards non-CSR organizations.

Lastly, the 41 respondents who were willing to support a corporation that does not engage in CSR were coded and categorized. These coding categories were not found to have similarities, which is why they don't have a higher coding grouping them together, but instead fall under the *I would support* code. The reasons discovered for such behavior were *prioritizing one's own needs* (14), *not paying attention to CSR* (14), *believing that success is the best indicator* (4), and *because it's cheaper* (9). The appendix 15 describes the NVivo coding related to these responses.

The last question analyzed through qualitative content analysis, question 25, was to clarify reasons as to why respondents would/would not be willing to pay more for products manufactured and sold by corporations that implement CSR actions in their businesses. This analysis provided a much more depth related to the second sub research question in comparison to the statistical analysis, which only identified how different respondent groups would be willing to spend their money on such corporations. Based on the analysis, out of the 198 respondents familiar with CSR, 126 would be willing to pay more for these products, whereas the open-ended question revealed that 47 would not. This also differentiated from the structured question 24, where 126 informed a willingness to pay more, and only 21 informed willingness not to pay more. Thus, out of the 51 who were not certain, several actually had the tendency to not be willing to pay, which was revealed when analyzing the open-ended responses.

Next, the 126 positive responses were coded with open and axial coding in NVivo, revealing four higher and several lower categories as to why respondents feel this way. The axial coding revealed the following categories: *to make a change*, *positive perceptions*, *based on feeling*, and *other*. These categories were utilized to further divide the categories revealed through open coding, which were: *to compensate* (5), *having an impact on markets/societies* (15), *ensuring those businesses last* (15), *better future* (7), *transparency of actions* (7), *quality* (16), *importance of CSR in general* (12), *understanding the costs* (16), *simply being able to* (1), *responsibility towards greater*



*good (14), own values (7), and good conscience (11)*. The appendix 16 illustrates the qualitative content analysis for positive willingness to pay more.

Correspondingly, the 47 negative responses towards willingness to pay more had the following categories coded: *transparency, financial reasons, CSR as a standard, and other*. These were utilized as categories to use when dividing the following codes of open coding: *not enough information (2), CSR is too superficial (2), market economy (2), product dependence (1), saving money (7), price difference (9), CSR should lower the price (1), being a student (9), CSR should already be included in pricing (5), CSR should not be benefitting factor (3), and CSR should be a basic action (6)*. The appendix for qualitative content analysis for negative willingness to pay more can be seen from appendix 17.

To conclude, the qualitative content analysis provided a much more diverse understanding as to why the respondents chose various answers in structured questions, which were then utilized in the quantitative, statistical analyses. Therefore, it was used to complement and further analyze those results, aiding in the answers to both sub research questions. Hence, the qualitative content analysis in addition to quantitative methods was seen feasible and justified.

### **3.8 Discussion**

The results of the above analyses indicate a connection between corporate social responsibility and consumer behavior. Thus, as the impacts of COVID-19 can be seen from the analyses, the pandemic has an indirect impact on the topic of CSR as well. The analyses also discovered preferences related to consumer behavior and CSR in the eyes of the respondents (consumers). These findings together mean that the previous scientific results by other studies can be to some extent integrated together, as this study finds a connection between the three topics. However, as the research is conducted utilizing Business School students and graduates in Finland, the issue of not representing the whole consumer base in its diversity should be noted when making further assumptions and analyses.

Additionally, as the sum variables utilized in the CFA and SEM are questionable by the least, the results of those models should be considered only supportive and not absolute or statistically significant. As the CFA for the complete number of individual attributes (factors) did not yield any statistically significant and acceptable results, the results of the statistic models should be dealt with care whilst acknowledging their deficiencies and thus, be considered directive, as the complete model could not be formed due to errors. Furthermore, whilst the sum variables utilized form a statistically acceptable CFA, the SEM for those factors is not statistically acceptable due to its construct reliabilities. As the table 31 shows, the average variance extracted (AVE) for consumer behavior is under the threshold of 0,5, being 0,450, the variance captured by the construct in contrast to the amount of variance has an error. Therefore, this result is not statistically acceptable in terms of convergent validity. However, this does not prevent the creation of the model, but instead requires the acknowledgement of the results to have error and thus, not to be considered statistically acceptable. The utility of the models comes from the perspective of understanding the quantitative analysis methods used and being able to interpret them in the study.

## 4 CONCLUSION

This final chapter focuses on the conclusions of the research, providing answers to the research question, as well as summarizing the answers to sub research questions. After this, attention will be paid towards the theoretical contributions of the research, followed by highlighting the managerial implications being proposed. After this, the reliability, validity, and generalizability of this research are being discussed. Lastly, the chapter will go through the limitations of this research, presenting the future research proposals and evaluating the research process itself.

### 4.1 Answer to the research question

This chapter presents the answers and conclusions related to first the research question, followed by the answers related to sub research questions.

#### 4.1.1 Impact of COVID-19 pandemic on CSR in terms of altered consumer behavior

The main research question of this research (thesis) is “*What is the impact of COVID-19 pandemic on corporate social responsibility as a result of altered consumer behavior and perceptions?*”. In order to answer this question, the respondents were first asked about general attributes affecting their consumer behavior, followed by influences on their decision-making process and information search. After this, the respondents were asked about their knowledge and perceptions on why organization’s engage in and implement corporate social responsibility in their businesses, and whether or not this has an impact on their consumption. Additionally, they were asked about their perceptions towards corporate motives to do so.

Based on the theoretical framework and model, this was studied through multiple set of attributes related to both consumer behavior and corporate social responsibility. By looking at the answers to both sub research question one and two, we can see how the COVID-19 pandemic has altered the consumer behavior, and therefore shifted the focus of consumers to various corporate social responsibility attributes. Thus, we can conclude that the impact of COVID-19 pandemic on corporate social responsibility spurs from the effects the pandemic has on the concept of consumer behavior in general. However, based

on this research we cannot say whether or not there is an impact on CSR from COVID-19 pandemic alone, but instead through the altered consumer behavior. Additionally, we can say that the consumer behavior also seems to have an impact on how corporations execute and implement CSR policies, based on the theoretical discussion on why corporations engage in CSR in the first place.

To conclude, the impact of COVID-19 pandemic on corporate social responsibility spurs from the changed behavior of consumers, and the attributes they value in both their consumption and CSR. Therefore, the impact on CSR does not come directly from the pandemic, but instead from the emerging new ways consumers behave, and new perceptions that they as a result of COVID-19 have on the concept of corporate social responsibility. The statistical and qualitative analyses support this, albeit with caution due to the errors and questions regarding the CFA and SEM execution.

#### 4.1.2 Impact of COVID-19 pandemic on consumer behavior

The first sub research question was considered complementing the main research question in understanding how consumers and their behavior has changed during the COVID-19 pandemic and was therefore “*How has the COVID-19 pandemic affected consumer behavior?*”. Thus, it was seen helpful in guiding the research. After the statistical analyses, we can see that the most positive consumer behavior attributes amongst the respondents were *price*, *quality*, and *practicality*, whereas the most positive influence on their consumer behavior regarding decision-making process was the *necessity* of the products they were buying. Therefore, the COVID-19 pandemic seems to have shifted consumers’ focus towards paying more attention to the price, as well as quality of what they buy. Additionally, given the social distancing and different needs, practicality and necessity play a much more important role in consumers’ behavior, than for example culture, recognizability, popularity, or social class, which play a more trivial role as vanity attributes.

Furthermore, when we look at the consumer behavior attributes focused on search for information, consumers greatly value the role of Internet, thus online channels. Surprisingly, word-of-mouth does not play the anticipated role, which might be due to the social distancing and reducing contacts with other people due to the COVID-19 pandemic. For example, friends/relatives were deemed a bit more important way of searching

information, than the word-of-mouth, which might be a cause of spending more time with people close to the consumers.

Additionally, by looking at the table 11, we can see that the COVID-19 pandemic has clearly reduced the amount of movement consumers engage in. Similarly, the table 12 shows how respondents of this study feel that the pandemic has in fact affected their consumption. Lastly, the table 13 shows that there is a shift from physical stores towards the online stores due to the pandemic. Thus, we can say that the COVID-19 pandemic has indeed altered the consumer behavior of consumers in the current situation. The above attributes rose as the most acknowledged factors in opinions of the respondents.

While analyzing the open-ended questions, a much more diverse number of reasons arose, ranging from lessened consumption to simply changing the stores in which they make their purchases. In addition, consumers have begun to purchase more at a time, in order to minimize the chances of getting exposed to the COVID-19. Thus, the qualitative content analysis showed that whilst the increase of online shopping was a dominant change in their behavior, it for certain was not the only cause which the pandemic has.

#### 4.1.3 Consumer behavior and perceptions towards organizations implementing CSR

The second sub research question was considered important in order to study how consumers behave towards organizations implementing corporate social responsibility, and thus what their perceptions of those organizations are. Therefore, the second sub research question supporting the main research question was *“How do consumers behave towards organizations implementing corporate social responsibility?”*.

When the respondents were asked about their perceptions of companies implementing and engaging in CSR activities, vast majority (96,0 %) found corporate social responsibility to be somewhat to very important. Thus, we can already say that corporate social responsibility plays a recognizable role when consumers are evaluating corporations. This is especially the case with both legal and ethical responsibilities, which were deemed the most positive. Additionally, when we look at

the factors which received a mean greater than 4 (4 being somewhat important), we can see that acting by law, quality products, employee care, and environmental issues play a huge role when consumers evaluate corporations.

Similarly, when respondents were asked to evaluate their behavior towards organizations engaging in CSR actions, as many as 98,0 % paid some kind of attention to CSR actions, and 53,0 % actually tried to recognize corporations doing so. Correspondingly, 4,5 % of the respondents felt that the CSR actions executed by an organization pay a huge role in their consumption. However, when asked about supporting corporations that do not engage in such actions, only a third informed that they would not be willing to support such companies. On the other hand, 63,6 % of the respondents would be keen on paying more for products that are made by corporations making sure they act by CSR.

Interestingly, when the respondents got a chance to think about corporate motivations as to why they think companies choose to engage in CSR activities, the respondents feel that customer attraction, corporate image and improvement of profitability are strong motives for organizations to pursue corporate social responsibility. Thus, to conclude, we can say that consumers behave positively towards organizations implementing corporate social responsibility, out of which the above attributes were evaluated as the most positive ones.

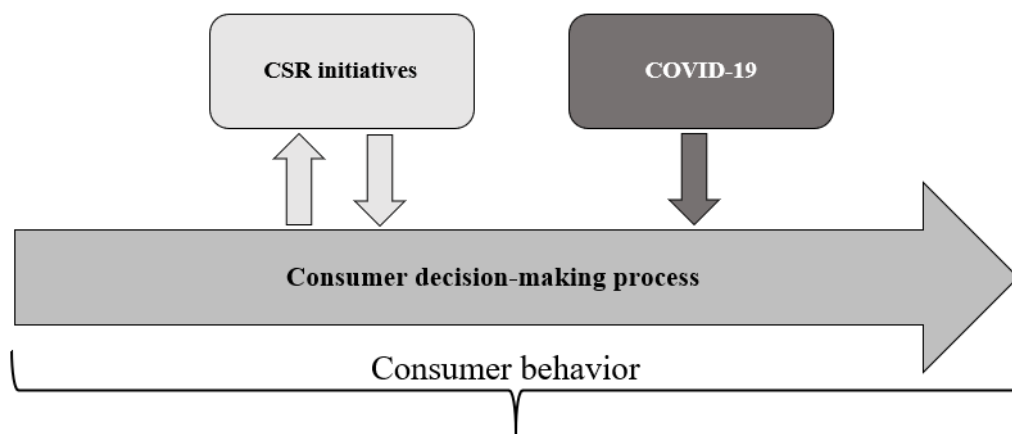
Lastly, the qualitative content analysis provided more in-depth reasons and ways as to how consumers behave towards CSR. The positive engaging towards such corporations included factors such as trying to reshape the consumption markets, displaying one's own values, and to support the greater good by utilizing such corporations. Thus, consumers behave positively towards corporations that implement and engage in CSR actions in general.

## **4.2 Theoretical contributions**

This research tested a theoretical model which was based on the theoretical framework of literature around COVID-19 pandemic, corporate social responsibility, and consumer behavior. The model consisted of attributes related to corporate social

responsibility, such as triple bottom line, sustainable development goals, and Carroll's categorization of levels of responsibility corporations have. Furthermore, to increase the timeliness of the topic itself, the ongoing COVID-19 pandemic was included. This also partially justified the hypotheses around consumer behavior being altered, as the pandemic has changed our behavior whilst progressing. Additionally, the third factor of this model was consumer behavior, which involved consumer decision-making process, as well as factors that have an impact on it like internal and external influences. This theoretical model and framework was chosen because the existing studies and literature have not evaluated the impact of the pandemic on these factors as a coherent whole, but instead as individual aspects.

With the utilization of the empirical data through the survey questionnaire, the formulation of consumer behavior and factors affecting consumer decision-making process are examined on whether or not they have changed due to the ongoing COVID-19 pandemic. Correspondingly, the impact of corporate social responsibility to the consumer behavior is being studied, to study whether or not the theoretical model holds at the current situation that the consumers are experiencing. Therefore, the research tested the hypotheses based on the theoretical model, and based on the findings, it was modified to correspond with the results. The adjusted theoretical model of CSR, consumer behavior, and COVID-19 pandemic is presented in the figure 20 below.



**Figure 22. The adjusted theoretical model of impact of COVID-19 pandemic on CSR through the altered consumer behavior.**

**Figure 23. The adjusted theoretical model of impact of COVID-19 pandemic on CSR through the altered consumer behavior.**

Based on the statistical analyses and qualitative content analysis, the five hypotheses introduced earlier in the research are being evaluated. Firstly, H1 holds and is confirmed. Secondly, H2 also received positive indicators and can therefore be accepted. Thirdly, H3 regarding the decision-making process received some positive data, as consumers clearly seem to value online channels and Internet in their search for information and are utilizing online means more in contrast to pre-COVID-19 situation. Thus, hypothesis 3 can be accepted, with a level of critique. Fourthly, the H4 can be accepted as respondents clearly show a positive attitude towards CSR actions implemented by corporations. Lastly, H5 can be accepted as table 15 shows clear indication towards valuing CSR actions. However, the result does not indicate great difference between the various respondent groups based on the year of studies. On the other hand, by looking at tables 25 and 26 we can see that those with higher education amongst the respondent groups would not support organizations that do not implement CSR actions, and would pay more for those that do. Therefore, there is a slight indication that people with higher education (latter years of studies/graduated) do value CSR activities when making their consumption decisions. Below are the five hypotheses utilized in this research.



H1: *Consumer behavior has changed due to COVID-19 pandemic.*

H2: *COVID-19 pandemic has changed the way consumers interact with companies.*

H3: *COVID-19 pandemic has changed the decision-making process of consumers.*

H4: *Company's corporate social responsibility affects consumer behavior.*

H5: *People of higher education value CSR activities when making consumption decisions.*

#### 4.2.1 Consumer behavior during COVID-19 pandemic

Whilst Victor et al. (2018) identify numerous factors to have an impact on consumer behavior through various research during the 21<sup>st</sup> century, the ongoing COVID-19 pandemic and its impact cannot be neglected regardless of the complexity of consumer behavior. As it is a consequence of both cognitive and affective factors (Trafimow et al., 2020) anything that limits these factors is bound to have an impact on consumer behavior as well. Furthermore, because of the psychological and behavioral aspects of consumer behavior, anything that affects our individual motives and mindset can therefore be seen to alter our behavior as consumers (Smerichevskyi et al., 2018).

Thus, as the ongoing COVID-19 pandemic has forced nations and societies to enforce lockdowns, social distancing, and other methods in order to slow down and eventually stop the spread of the disease (Tran et al., 2020), it has fun disrupted the way consumers behave on the market. The magnitude of the pandemic was presented in the figures 3 and 4 showcasing the infections and deaths due to COVID-19. Therefore, it is no surprise that the most fundamental and visible shift in consumer behavior during the pandemic has been the increase of online service utilization (Baicu et al., 2020). In addition, consumers have adapted to this by reacting, coping, and long-term adapting, which can further be divided into various immediate effects (Kirk & Rifkin, 2020; Sheth, 2020). To further highlight the fact that consumer behavior has indeed changed because of the COVID-19 pandemic and its immediate impacts, Finnair was used as an example on how an organization can be heavily influenced by alterations towards

its consumers' behavior. They have estimated to lose as much as 88,9% of their volume during the Q3 of 2020, which according to the WHO data (2021) was not even the worst part of the pandemic, as shown in the figures 3 and 4.

However, the pandemic has not only changed the consumer behavior in general, but the consumer decision-making process as well (Mehta et al., 2020). Various studies conducted by corporations such as Accenture, McKinsey, Deloitte, EY, and PwC have shown that consumer decision-making process has indeed altered during the year 2020. Thus, importance was also given towards factors and attributes influencing consumer decision-making, which can be both internal and external. This was highlighted in the figure 10 which summarized the factors influencing consumer decision-making process and therefore, consumer behavior.

#### 4.2.2 Impact of corporate social responsibility

The theoretical framework behind the theoretical model of this research regarding corporate social responsibility starts by introducing one of the most influential models to this day, the Carroll's pyramid and its categorization of corporate responsibilities (Carroll, 1979). However, instead of focusing on just one theory behind responsibility, the model utilizes other theoretical aspects behind corporate social responsibility, such as the triple bottom line (Elkington, 1994) and United Nations' sustainable development goals. These three theories are then used to explain the CSR as a concept.

However, an important factor related to CSR in this study are the drivers affecting why companies engage in CSR practices and actions. Whilst Książak and Fischbach (2018) emphasize the role of corporate social contract, Bhattacharya and Verna (2020) describe numerous other factors that influence the decision to engage in CSR. Additionally, while it can be argued that the economical responsibility and performance is the top driver for companies to be responsible in their businesses, recent evidence from the economic impacts of COVID-19 on businesses makes it reasonable to question whether or not this should be the top driver after all, especially as Qiu et al. (2021) have recognized investments towards CSR to pay off during crises. The recent evidence also shows how the COVID-19 pandemic has forced both the governments and businesses to balance

between individual health and economic performance, increasing the need and demand for corporate social responsibility (Manuel & Herron, 2020).

Therefore, the empirical data was used to find whether or not the theoretical findings indicating a positive correlation between CSR actions and consumer behavior during COVID-19 pandemic actually exist, as companies have engaged in CSR actions such as donations and other voluntary actions towards the social good to combat the pandemic (Palma-Ruiz et al., 2020). Evidence from the existing literature also highlights how engaging in proactive CSR activities can actually increase the competitive advantage of these companies due to favorable consumer behavior (He & Harris, 2020). Additionally, the theoretical contribution of this study implicates that community-related, in other words social CSR activities provide even stronger response from the consumers during the ongoing pandemic (Qiu et al., 2021).

However, due to the limited and rather short time period between the outbreak of the COVID-19 pandemic and the time of conducting this research, the role of CSR in terms of altered consumer behavior is yet to be comprehensively studied. Hence, the theoretical contributions of this thesis focus on acknowledging the connection between corporate social responsibility, consumer behavior, and the COVID-19 pandemic, by adjusting the above theoretical framework.

### **4.3 Managerial implications**

Additionally, the results of this thesis provide managerial implications. As the statistical analyses show, consumers value price, quality, practicality in their consumption, companies should highlight these key factors in their offerings. Similarly, as necessity plays a key role in consumers' behavior, corporations should emphasize as to how their offering could benefit the consumers in their daily lives. Furthermore, given the popularity of Internet as a way of searching for information regarding products and services, organizations should put emphasis on this and make sure all the necessary information is easily accessible, especially during the ongoing COVID-19 pandemic. In addition, corporations should acknowledge the role of both rational and impulsive consumer behavior in their businesses, as those two categories were heavily favored in the qualitative content analysis.

The role of the COVID-19 pandemic should not be neglected either. The research shows how the majority of consumers have made changes to their behavior and consumption habits, for example by increasing online shopping, consuming less on vanity items, and decreasing their visits to busy shopping areas. Thus, as the situation continues corporations should reconsider is the close proximity of for example city centers really the best options to locate their stores at, or should they instead try alternative locations not crowded with other shops. Additionally, the role of online stores should be emphasized more in order to meet the consumers in their new environment. This could even provide aid to the current situation of lay-offs by providing the employees with alternative job positions.

In terms of CSR, the role of legal and ethical behavior from corporations plays a vital role in businesses' success. Therefore, corporations need to pay concrete attention to their businesses as a whole, starting from supply chains to the actual product or service. The emphasis on acting by law is especially important for consumers, which is why corporations have to acknowledge the reputational harms they might receive, should they misbehave in any section of their manufacturing. Additionally, the reactions to environmental issues arose, as the respondents of this research informed how preserving the nature has increased its importance in their consumption. Lastly, the theme of employee care arose, which is partly due to the ongoing COVID-19 pandemic. Consumers viewed that the emergence of organizations not taking care of the safety of their employees is one of the key reasons as to why employee care has become more important for them. Thus, corporations need to evaluate the extent of their safety measures in terms of employees as a part of their CSR actions, as it is both responsible from the perspective of regulations and society as a whole.

Lastly, whilst CSR has indeed increased its appearance amidst corporations, the motives of as why they are utilized should be considered. Consumers yet feel that corporations mainly pursue CSR actions to increase their corporate image, profitability, and to attract customers. Therefore, the display of one's CSR actions plays a vital role as how consumers react and view those actions in general, ultimately affecting their consumption habits. As the core idea of corporate social responsibility is to increase the well-being of the surrounding society, the motivation to help society must play a visible role in the actions of corporations, as now they were deemed low.

#### 4.4 Reliability, validity, and generalizability of the research

The utilization of various theoretical concepts and studies in the formation of the theoretical model for the research is justified and viewed as valid as the existing theories and concepts are logistically connected to one-another. Additionally, the connection of the three concepts; *consumer behavior*, *COVID-19 pandemic*, and *corporate social responsibility*, as well as their factors/attributes were examined and therefore validated. This was done via utilization of two methods; *quantitative* and *qualitative*, to ensure the reliability of the research. Thus, whilst the structured questions offered data for the quantitative research, open-ended questions allowed for a more thorough inspection on how COVID-19 has shaped the consumer behavior, leading to changes on corporate social responsibility. This selection was based on Wilson (2014, p. 132), who sees them as supportive methods for increasing the general reliability of the research, which allows for validation of the chosen statistical analyses. This also helps minimize the amount of biased interpretations, which can greatly decrease the reliability of one's research.

Furthermore, Wilson (2014, p. 336) emphasizes the role of reliability as a means to measuring repeatability of the research. Therefore, this research presents the data analysis process as thoroughly as possible, from descriptive statistics to crosstabulations and CFA, in order to offer the details. This according to Wilson (2014, p. 130) is important so that future researchers can utilize the research conducted here, as it allows for facilitating a repeatable research which in turn increases the inter-judgmental reliability. Correspondingly to the reliability of this research, the variable patterns of both consumer behavior and corporate social responsibility were examined with statistical analysis of Cronbach's Alpha. Therefore, the sum variable created via SPSS regarding consumer behavior had a relatively reliable number of 0,689, whereas the sum variable of corporate social responsibility indicated a strong reliability with 0,794. Therefore, the reliability patterns are feasible.

Wilson (2014, p. 337) continues by explaining that validity describes the extend, as well as accuracy of the measurement being conducted, therefore measuring whether or not it correctly reflects the concepts being measured. Therefore, it tells if the concepts can be utilized for the purpose. Thus, in order to ensure the validity of the

measurement, means of data collection must be validated as well (Heikkilä, 2014, p. 27). Hence, the survey questions for the questionnaire were selected and based on existing studies and theories. Therefore, the variables utilized have been previously tested, as have the measurement scales provided by Likert5 scale. The previous studies and the survey questions related to them can be seen from Table 2. Lastly, as the survey was directed at the Business School students across Finland, it was preliminary tested with a group of five (5) students that gave their opinions on whether or not the questions seemed consistent with one-another or not. Hence, this allowed for modifying of the survey before publishing it. This was also done with supervisor of the thesis, professor Jouni Juntunen. Additionally, the validity of both the CFA and SEM need to be considered questionable both due to the utilization of sum variables, and the results of AVE from the construct reliabilities.

Furthermore, the generalizability is based on the size of the sample. The survey of this empirical research received a total of 202 respondents. However, by comparing that to the existing number of Business School students and graduates in Finland, which is greater than the 52 000 memberships that the central organization for graduates and students in economics and business administration, Suomen Ekonomit has (Suomen Ekonomit, 2021), we can see that the sample is not large enough for generalizing statistical analyses. The sample would not be large enough even if we separated the students from the membership pool. Therefore, the results of the empirical examination are not suitable for generalization towards the whole population, as there is a possibility of chance influencing the results gained from the statistical analyses. However, they can be viewed as a suggestive analysis regarding Business School students and graduates in Finland.

Thus, the results of this research can be used as a foundation for examining the connection between corporate social responsibility and consumer behavior, especially during the ongoing COVID-19 pandemic. In addition, given the scale of statistical analyses conducted, the study succeeded in testing which attributes have the most impact on consumer behavior through consumer decision-making, influences, as well as which attributes the consumers find vital in terms of corporate social responsibility. Thus, it provides organizations with concrete evidence and advice on how to tackle the altered consumer behavior through corporate social responsibility in times like

COVID-19 pandemic. Correspondingly, it offers corporations and their management with insights on how consumers view their CSR actions and implementations in terms of motives and importance.

#### **4.5 Limitations to the research and proposals for further research**

The limitations of this research consist of the following limitations starting with the sample of the survey and the empirical study. First of all, whilst the sample tried to collect data from Business School students and graduates across Finland, more than 50 % of the respondents were living in Oulu and over 60 % of them study or have studied in Oulu Business School. Therefore, results of the study can only be viewed as suggestive and further studies should emphasize a much larger division of respondents. Secondly, the completion rate for the survey was 40,2 %, or 73 % if we exclude those who did not start answering the questionnaire. Thus, the actual completion rate of 40,2 % is not high, although this was acknowledged by the researcher with possible duplicate openings causing a bias in the number of link openings. Therefore, as the number of link being opened is 503 and number of respondents is 202, there is a chance that the research suffers from non-response bias. Thirdly, the link of the survey collection responses was only open for a period of 10 days, which according to Wilson (2014, p. 179) can hinder the completion of the survey. On the other hand, the survey received most of the responses within the first 24 hours.

Next, the empirical study and examination faced some difficulties, as one respondent contacted the researcher telling that it was impossible to end the survey after answering that they had no previous knowledge regarding corporate social responsibility. The settings of the Webropol were set so that this answer would lead straight to ending the survey without further questions, but for some unknown reason this individual faced difficulties. If this occurred with other respondents who did not contact the researcher, it could explain and have affected the completion rate where 277 respondents started answering to the questionnaire, and only 202 finished it.

Additionally, as the open-ended questions were compulsory in order to complete the survey, some respondents found it very difficult to justify or explain as to why they chose a certain answer in the structured questions. This led to a case of answers which

did not yield any data, like for example “ . “ , “ – “ , and “*I don't know*”. Furthermore, despite the question 17 asking the respondents whether or not they had knowledge of CSR, and only 4 answering a clear no, some open-ended answers revealed that respondents who claimed to understand the concept did not in fact understand the true meaning of corporate social responsibility and might therefore cause bias.

Lastly, the quantitative methods utilized faced difficulties regarding both the confirmatory factor analysis (CFA) and structural equation modeling (SEM). Firstly, as the CFA could not be formed as statistically acceptable with all of the variables, sum variables had to be utilized. Secondly, the construct reliabilities for SEM did not reach the required thresholds in terms of average variance extracted (AVE). Thus, these results and their questionability need to and are acknowledged in this research, and their role is rather suggestive instead of being scientifically relative.

Evaluating the chance for future research, following proposals for future research were considered. The various responsibilities introduced by Carroll (1979) and their role in terms of consumer behavior could be studied individually. This study showed that whilst legal and ethical responsibilities are valued the most amongst the Business School students and graduates in Finland, and economic and philanthropic responsibilities the least, it does not explain the individual weights and meanings of those responsibilities in terms of consumer behavior. Thus, a whole research focusing on the different levels of responsibility and their specific meanings in the eyes of the consumers could be feasible.

Furthermore, this study focuses on the role of COVID-19 pandemic in shaping consumer behavior. However, it does not focus on the possible long-term impacts and effects the pandemic might have on the topic of consumer behavior. Therefore, research on the long-term effects on consumer behavior would be an interesting and relevant topic for research. In addition, it could offer both the scholars and managers with information on how to react to possible future pandemics and crises involving restrictions to movement and travel.

Lastly, it would be interesting to study the impact of the ongoing COVID-19 pandemic on the topic of corporate social responsibility by interviewing and studying multiple



corporations that engage in and implement CSR actions to see, whether or not they have yielded results. This would be helpful in gaining information on what kind of actions truly matter at times of crises, so that they can be utilized in future. The results of this study could be utilized to an extent of recognizing the importance of CSR in contrast to consumer behavior, so that the motivation and justifications for conducting a research on CSR as a way of tackling responsibility issues that affect the society are already present and studied.

#### **4.6 Evaluation of the research**

While evaluating this research, the timeliness, quality of both the utilized literature and analyses are being assessed, in addition to the reliability, validity, and generalizability which was assessed in chapter 4.4. Hence, this chapter will not go over those criteria again, but instead focuses on the timeliness of the topic, as well as the literature review section used in the formation of the theoretical background.

In terms of literature, this research is integrating three different concepts together, *COVID-19 pandemic*, *corporate social responsibility*, and *consumer behavior*, therefore creating new theory based on existing theories. McInnis (2011) highlights this as one of the basic roles for utilizing literature review in research. Thus, the contribution made by the theoretical framework of this research is creating a coherent whole, which is greater than the concepts would yield on their own, as separate theories. Additionally, this research is logical, and it is providing answers to the chosen main research question and sub research questions, which Torraco (2005) assesses to be important factor when evaluating one's research. To increase this, the research methodology, both literature review section and the positivist epistemology (quantitative and qualitative) research have been explained, as is the justification for their utilization. Additionally, the key concepts have been explained to the reader, and the quality of the literature used has been ensured via using peer reviewed articles.

The timeliness of this research has been justified by the ongoing COVID-19 pandemic and its changes to societies and businesses. Corporate social responsibility is a very important factor at times of crises when organizations have to implement the legislations and rules of social distancing in order to prevent the spread of the

pandemic. Additionally, the concept of corporate social responsibility is increasing in its importance as companies have been seen to move back home shore from countries where manufacturing is done in poor employee conditions, like in fashion industry. Moreover, both consumer behavior and CSR have been greatly studied as emphasized in the introduction of this research, which is shown by the sheer extend of articles displaying them. Salminen (2011) emphasizes the role of utilizing diverse amount of literature and studies when conducting a research. This research consists of numerous articles, studies conducted by both researchers and companies, therefore meeting that criteria.

Lastly, the limitations and errors related to the quantitative methods are acknowledged and discussed in chapters 3,6; 3,8, and lastly in the conclusions. Thus, their utilization has been justified, and the results have been evaluated in order to provide the reader with an understanding as to how these results should be used and interpreted. Therefore, the researcher has explained their feasibility and limitations, which in itself is more important than the actual results of those analyses and models.

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**Appendix 1****Accompanying the message to participate in the survey (first wave)**

Hyvä kauppatieteiden opiskelija tai valmistunut,

Tutkin Pro gradu -tutkielmassani koronaviruspandemian vaikutusta yritysten yhteiskuntavastuun toteuttamiseen muuttuneen kuluttajakäyttäytymisen kautta. Mielenpitoesi ja kokemuksesi ovat erittäin tärkeitä ja pyydän sinua vastaamaan oheiseen kyselyyn **7.3.2021 klo 23:59 mennessä**. Kyselyyn vastaaminen kestää noin 15 minuuttia.

Kyselyyn pääset tästä linkistä:

<https://link.webpolsurveys.com/S/F023081C7AB5C2AF>

Vastaukset tullaan käsittelemään anonymisti ja tuloksia tullaan käyttämään Pro gradu -tutkielman sekä mahdollisesti muiden tieteellisten julkaisujen kirjoittamisessa. Vastaamalla kyselyyn hyväksyt tietojen luovutuksen kolmannelle osapuolelle (Oulun yliopisto).

Kiitos kun osallistut ja tuet suomalaisen tutkimuksen tekemistä tärkeästä aiheesta!

Mikäli sinulla on jotain kysyttävää tutkimukseen tai kyselyyn liittyen, voit olla minuun yhteydessä. Lisätietoja tietosuojaselosteesta kysymällä.

Ystävällisin terveisin,

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**Appendix 2****Survey questionnaire to the Business School students in Finland**

Tämä kysely tutkii koronaviruspandemian (COVID-19) vaikutuksia yritysten yhteiskuntavastuun toteuttamiseen muuttuneesta kuluttajakäyttäytymisestä johtuen. Yritysten yhteiskuntavastuulla tarkoitetaan yritysten kykyä ottaa toiminnassaan huomioon ympäröivä maailma niin taloudellisesta, ympäristöllisestä ja sosiaalisesta näkökulmasta, parantaen ympäröivän yhteiskunnan sosiaalista hyvinvointia pakollisten ja vapaaehtoisten toimintojensa avulla. Kuluttajakäyttäytymisellä tarkoitetaan puolestaan kuluttajien markkinoilla käyttäytymiseen vaikuttavia tekijöitä sekä toimenpiteitä. Mielipiteesi on erittäin tärkeää tutkimuksen toteuttamisen kannalta. Kyselyyn vastaaminen kestää noin 15 minuuttia. Kaikki vastaukset tullaan käsittelemään anonyymisti ja luottamuksellisesti. Tuloksia tullaan hyödyntämään Progradu -tutkielman sekä mahdollisesti muiden tieteellisten julkaisujen kirjoittamisessa.

**Perustiedot:**

1. Minkä ikäinen olet?

2. Mikä on sukupuolesi?

☐ Mies

☐ Nainen

☐ Muun sukupuolinen

☐ En halua sanoa

3. Missä kaupungissa pääsääntöisesti asut?

☐ Joensuu

☐ Jyväskylä

☐ Kuopio

☐ Lappeenranta

☐ Mikkeli



- ☐ Oulu
- ☐ Pk-seutu
- ☐ Pori
- ☐ Tampere
- ☐ Turku
- ☐ Vaasa
- ☐ Muu, mikä?

4. Missä yliopistossa opiskelet/opiskelit?

- ☐ Aalto-yliopisto
- ☐ Aalto-yliopisto Mikkelin kampus
- ☐ Itä-Suomen yliopisto Joensuun kampus
- ☐ Itä-Suomen yliopisto Kuopion kampus
- ☐ Jyväskylän yliopisto
- ☐ Lappeenrannan-Lahden teknillinen yliopisto
- ☐ Oulun yliopisto
- ☐ Svenska Handelshögskolan
- ☐ Svenska Handelshögskolan i Vasa
- ☐ Tampereen yliopisto
- ☐ Turun yliopisto
- ☐ Turun yliopisto Porin yksikkö
- ☐ Vaasan yliopisto
- ☐ Åbo Akademi

5. Mikä on/oli pääaineesi?

- ☐ Minulla ei vielä ole pääainetta
- ☐ Markkinointi
- ☐ Rahoitus
- ☐ Laskentatoimi
- ☐ Taloustiede
- ☐ Johtaminen / KV- johtaminen
- ☐ Yritysjuridiikka

- ☐ Verotus
- ☐ Muu, mikä?

6. Oletko valmistunut? (merkitse korkein aste)

- ☐ En
- ☐ Olen (Kandidaatin tutkinto)
- ☐ Olen (Maisterin tutkinto)

7. Mikäli vielä opiskelet, minkä vuosikurssin opiskelija olet?

- ☐ 1. vuosikurssi
- ☐ 2. vuosikurssi
- ☐ 3. vuosikurssi
- ☐ 4. vuosikurssi
- ☐ 5. vuosikurssi
- ☐ 5+ vuosikurssi
- ☐ Olen jo valmistunut

**Kuluttajakäyttäytymiseen liittyvät kysymykset:**

8. Miten kuvailisit tyypillistä ostokäyttäytymistäsi?

9. Kuinka tärkeitä seuraavat tekijät ovat sinulle asteikolla 1-5, kun mietit ostokäyttäytymistäsi?

1. Ei lainkaan tärkeä 2. Ei jokseenkaan tärkeä 3. Neutraali 4. Jokseenkin tärkeä 5. Erittäin tärkeä

Yrityksen imago

Ympäristötekijät

Sijainti

Työntekijöiden olot

Hintataso

Laatu

Käytännöllisyys

Tunnettuus

Suosittavuus

Sosiaalinen paine

10. Kuinka tärkeitä seuraavat tekijät ovat sinulle asteikolla 1-5, koskien ostokäyttäytymistäsi?

1. Ei lainkaan tärkeä 2. Ei jokseenkaan tärkeä 3. Neutraali 4. Jokseenkin tärkeä  
5. Erittäin tärkeä

- ☐ Tietoisuus tuotteen alkuperästä
- ☐ Tarpeellisuus
- ☐ Motivaatiot/tunteet
- ☐ Kulttuuri
- ☐ Sosiaalinen luokkasi
- ☐ Muiden kuluttajakäyttäytyminen

11. Kumpaa alla olevista vaihtoehtoista suosit kulutuksessasi normaalitilanteessa?  
(muussa kulutuksessa kuin päivittäistavaroiden ostamisessa)

- ☐ Kivijalkakauppa
- ☐ Nettikauppa

12. Kuinka tärkeitä seuraavat tekijät ovat sinulle asteikolla 1-5, koskien tapaasi etsiä taustatietoa yritysten tuotteista/palveluista? 1. Ei lainkaan tärkeä 2. Ei jokseenkaan tärkeä 3. Neutraali 4. Jokseenkin tärkeä 5. Erittäin tärkeä

- ☐ Ystävät/sukulaiset
- ☐ Valmistaja/palveluntarjoaja
- ☐ Mainokset
- ☐ Internet
- ☐ Sosiaalinen media
- ☐ ”Kuulopuhe” (= word-of-mouth)

13. Oletko vähentänyt liikkumista koronaviruspandemian aikana?

- ☐ En
- ☐ Kyllä

14. Onko tämä vaikuttanut ostokäyttäytymiseesi?

- ☐ Ei
- ☐ Kyllä, miten?

15. Mikäli vastasit kyllä, miten tämä on vaikuttanut ostokäyttäytymiseesi?

16. Onko kulutuksesi nettikaupassa lisääntynyt suhteessa kivijalkamyymälöihin koronaviruspandemian aikana?

- ☐ Ei
- ☐ Kyllä
- ☐ En osaa sanoa

**Yhteiskuntavastuuseen liittyvät kysymykset:**

17. Millainen tietämys sinulla on yritysten yhteiskuntavastuusta (= Corporate social responsibility, CSR)? Mikäli vastauksesi on en tiedä, voit palauttaa kyselyn vastaamatta loppuihin kysymyksiin.

- ☐ En tiedä mitä se tarkoittaa
- ☐ Olen kuullut siitä, mutten tiedä tarkemmin
- ☐ Minulla on perustiedot kyseisestä konseptista
- ☐ Yhteiskuntavastuu on minulle tuttu
- ☐ Olen erittäin perehtynyt yhteiskuntavastuuseen

18. Kuinka tärkeää sinulle on, että yritykset toteuttavat yhteiskuntavastuuta?

- ☐ Ei ollenkaan tärkeää
- ☐ Ei niin tärkeää
- ☐ Jokseenkin tärkeää
- ☐ Tärkeää
- ☐ Erittäin tärkeää

19. Kuinka tärkeitä seuraavat tekijät ovat sinulle asteikolla 1-5, miettiessäsi yhteiskuntavastuun eri tasoja?

1. Ei lainkaan tärkeä 2. Ei jokseenkaan tärkeä 3. Neutraali 4. Jokseenkin tärkeä  
5. Erittäin tärkeä

- ☐ Taloudellinen vastuu
- ☐ Laillinen vastuu
- ☐ Eettinen vastuu
- ☐ Vapaaehtoinen vastuu

20. Kuinka tärkeitä seuraavat tekijät ovat sinulle asteikolla 1-5, miettiessäsi yritysten vastuullisuutta?

1. Ei lainkaan tärkeä 2. Ei jokseenkaan tärkeä 3. Neutraali 4. Jokseenkin tärkeä  
5. Erittäin tärkeä

- ☐ Laillisesti toimiminen
- ☐ Laadukkaat tuotteet
- ☐ Ympäristöystävällisyys
- ☐ Sosiaalisiin epäkohtiin puuttuminen
- ☐ Työntekijöistä huolehtiminen
- ☐ Heikko-osaisten/vammaisten työllistäminen

21. Kuinka paljon kiinnität huomiota yritysten yhteiskuntavastuuta ajaviin toimenpiteisiin kuluttajana?

- ☐ En kiinnitä huomiota
- ☐ En paljoa, tilanteen tullen suosin vastuullisempia yrityksiä

- ☐ Yritän tunnistaa vastuullisia yrityksiä ja tukea niitä
- ☐ Yritysten yhteiskuntavastuulla on suuri merkitys ostokäyttäytymiselleni

22. Olisitko valmis tukemaan yritystä, joka ei toteuta yhteiskuntavastuuta?

- ☐ Kyllä
- ☐ En
- ☐ En osaa sanoa

23. Miksi olisit/et olisi valmis tukemaan yritystä, joka ei toteuta yhteiskuntavastuuta?

24. Olisitko valmis maksamaan enemmän yhteiskuntavastuun huomioon ottavan yrityksen tuotteista?

- ☐ Kyllä
- ☐ En
- ☐ En osaa sanoa

25. Miksi olisit/et olisi valmis maksamaan enemmän?

26. Asteikolla 1-5, kuinka arvioisit seuraavien tekijöiden merkitystä liittyen yritysten motiiveihin pyrkiä toiminnassaan vastuullisuuteen?

1. Ei lainkaan tärkeä 2. Ei jokseenkaan tärkeä 3. Neutraali 4. Jokseenkin tärkeä  
5. Erittäin tärkeä

- ☐ Imagon vuoksi
- ☐ Houkutellakseen työntekijöitä
- ☐ Auttaakseen yhteiskuntaa
- ☐ Auttaakseen ympäristöä
- ☐ Parantaakseen tulostaan
- ☐ Houkutellakseen asiakkaita

27. Miten vastuullisuuden toteuttaminen vaikuttaa mielestäsi yritysten imagoon ja maineeseen?

- ☐ Erittäin negatiivisesti
- ☐ Jokseenkin negatiivisesti
- ☐ Ei ollenkaan
- ☐ Jokseenkin positiivisesti
- ☐ Erittäin positiivisesti

**Appendix 3****Descriptive statistics of Consumer behavior attributes**

	N	Minimum	Maximum	Mean	Std. Deviation
Corporate image	202	1	5	3,68	,760
Environment	202	1	5	3,57	,845
Location	202	1	5	3,53	1,080
Employee conditions	202	1	5	3,47	,973
Price	202	2	5	4,15	,857
Quality	202	3	5	4,55	,527
Practicality	202	2	5	4,35	,725
Recognizability	202	1	5	2,77	1,027
Popularity	202	1	5	3,05	,994
Social Pressure	202	1	5	2,10	,993
Knowledge of origin	202	1	5	3,47	1,018
Necessity	202	2	5	4,38	,771
Motivations/feelings	202	1	5	3,74	,905
Culture	202	1	5	2,93	,962
Social class	202	1	5	2,51	1,080
Others' consumer behavior	202	1	5	2,40	1,028
Friends/Relatives	202	1	5	3,69	1,016
Manufacturer	202	2	5	3,68	,834
Commercials	202	1	5	2,80	,972
Internet	202	1	5	4,50	,735
Social media	202	1	5	3,59	1,062
Word-of-mouth	202	1	5	3,60	,953
Valid N (listwise)	202				



**Appendix 4****Descriptive statistics of the CSR attributes**

	N	Minimum	Maximum	Mean	Std. Deviation
Importance of CSR	198	1	5	3,76	,762
Economic responsibility	198	1	5	3,91	,755
Legal responsibility	198	2	5	4,54	,642
Ethical responsibility	198	2	5	4,37	,762
Philanthropic responsibility	198	1	5	3,51	,877
Acting by law	198	3	5	4,72	,553
Quality products	198	2	5	4,48	,619
Environment	198	2	5	4,14	,791
Social good	198	1	5	3,74	1,007
Employee care	198	1	5	4,33	,761
Employing disabilities	198	1	5	3,20	1,002
Corporate image	198	1	5	4,32	,899
Employee attraction	198	1	5	3,81	,855
Helping society	198	1	5	3,38	1,039
Helping nature	198	1	5	3,55	1,005
Improving profitability	198	1	5	4,10	,954
Customer attraction	198	1	5	4,57	,686
Valid N (listwise)	198				

## Appendix 5

### Kruskal-Wallis tests

**Kruskal-Wallis Consumer behavior attributes<sup>a,b</sup>**

	Corporate Image	Environment	Location	Employee conditions	Price	Quality	Practicality	Recognizability	Popularity	Social pressure	Knowledge of origin	Necessity	Motivations/ feelings	Culture	Social class	Others' consumer behavior	Friends/ relatives	Manufacturer	Commercials	Internet	Social media	Word-of-mouth
Kruskal-Wallis H	6,004	4,319	5,640	5,020	8,341	3,909	1,825	,541	1,955	4,990	10,859	3,651	6,049	8,410	1,214	7,311	11,235	5,502	6,435	2,197	6,357	11,681
df	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Asymp. Sig.	,423	,634	,465	,541	,214	,689	,935	,997	,924	,545	,093	,724	,418	,210	,976	,293	,081	,481	,376	,901	,384	,069

a. Kruskal Wallis Test

b. Grouping Variable: Year of studies

**Kruskal-Wallis Corporate social responsibility attributes<sup>a,b</sup>**

	Importance of CSR	Economic responsibility	Legal responsibility	Ethical responsibility	Philanthropic responsibility	Acting by law	Quality products	Environment	Social good	Employee care	Employing disabilities	Corporate image	Employee attraction	Helping society	Helping nature	Improving profitability	Customer attraction
Kruskal-Wallis H	2,553	1,577	2,104	3,109	5,396	9,961	6,367	15,105	5,319	5,866	8,153	5,574	6,626	7,048	8,935	5,696	6,586
df	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Asymp. Sig.	,862	,954	,910	,795	,494	,126	,383	,019	,504	,438	,227	,473	,357	,316	,177	,458	,361

a. Kruskal Wallis Test

b. Grouping Variable: Year if studies

## Appendix 6

## One-way ANOVA of the Consumer behavior attributes

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Corporate image	Between Groups	4,149	6	,692	1,205	,305
	Within Groups	111,935	195	,574		
	Total	116,084	201			
Environment	Between Groups	2,791	6	,465	,645	,694
	Within Groups	140,739	195	,722		
	Total	143,530	201			
Location	Between Groups	5,320	6	,887	,755	,606
	Within Groups	229,002	195	1,174		
	Total	234,322	201			
Employee conditions	Between Groups	5,906	6	,984	1,041	,400
	Within Groups	184,416	195	,946		
	Total	190,322	201			
Price	Between Groups	5,235	6	,872	1,195	,310
	Within Groups	142,310	195	,730		
	Total	147,545	201			
Quality	Between Groups	,828	6	,138	,489	,816
	Within Groups	55,073	195	,282		
	Total	55,901	201			
Practicality	Between Groups	1,022	6	,170	,317	,928
	Within Groups	104,721	195	,537		
	Total	105,743	201			
Recognizability	Between Groups	,608	6	,101	,093	,997
	Within Groups	211,456	195	1,084		
	Total	212,064	201			
Popularity	Between Groups	1,440	6	,240	,238	,964
	Within Groups	196,961	195	1,010		
	Total	198,401	201			
Social pressure	Between Groups	6,150	6	1,025	1,042	,400
	Within Groups	191,870	195	,984		
	Total	198,020	201			

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Knowledge of origin	Between Groups	13,326	6	2,221	2,221	,043
	Within Groups	194,996	195	1,000		
	Total	208,322	201			
Necessity	Between Groups	1,719	6	,286	,475	,827
	Within Groups	117,687	195	,604		
	Total	119,406	201			
Motivations/feelings	Between Groups	4,509	6	,752	,915	,485
	Within Groups	160,105	195	,821		
	Total	164,614	201			
Culture	Between Groups	8,347	6	1,391	1,528	,171
	Within Groups	177,539	195	,910		
	Total	185,886	201			
Social class	Between Groups	1,262	6	,210	,176	,983
	Within Groups	233,193	195	1,196		
	Total	234,455	201			
Others' consumer behavior	Between Groups	7,273	6	1,212	1,153	,333
	Within Groups	205,044	195	1,052		
	Total	212,317	201			

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Friends/relatives	Between Groups	9,683	6	1,614	1,592	,151
	Within Groups	197,669	195	1,014		
	Total	207,351	201			
Manufacturer	Between Groups	3,895	6	,649	,932	,473
	Within Groups	135,828	195	,697		
	Total	139,723	201			
Commercials	Between Groups	7,583	6	1,264	1,350	,237
	Within Groups	182,496	195	,936		
	Total	190,079	201			
Internet	Between Groups	1,330	6	,222	,403	,876
	Within Groups	107,165	195	,550		
	Total	108,495	201			
Social media	Between Groups	7,170	6	1,195	1,060	,388
	Within Groups	219,726	195	1,127		
	Total	226,896	201			
Word-of-mouth	Between Groups	11,278	6	1,880	2,140	,051
	Within Groups	171,242	195	,878		
	Total	182,520	201			

## Appendix 7

## One-way ANOVA of the CSR attributes

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Economic responsibility	Between Groups	1,657	6	,276	,476	,825
	Within Groups	110,707	191	,580		
	Total	112,364	197			
Legal responsibility	Between Groups	,514	6	,086	,203	,976
	Within Groups	80,663	191	,422		
	Total	81,177	197			
Ethical responsibility	Between Groups	2,135	6	,356	,606	,726
	Within Groups	112,208	191	,587		
	Total	114,343	197			
Philanthropic responsibility	Between Groups	3,495	6	,583	,752	,609
	Within Groups	148,000	191	,775		
	Total	151,495	197			

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Acting by law	Between Groups	3,573	6	,596	2,010	,066
	Within Groups	56,589	191	,296		
	Total	60,162	197			
Quality products	Between Groups	2,584	6	,431	1,129	,347
	Within Groups	72,870	191	,382		
	Total	75,455	197			
Environment	Between Groups	10,272	6	1,712	2,893	,010
	Within Groups	113,046	191	,592		
	Total	123,318	197			
Social good	Between Groups	5,250	6	,875	,859	,526
	Within Groups	194,614	191	1,019		
	Total	199,864	197			
Employee care	Between Groups	3,176	6	,529	,912	,487
	Within Groups	110,824	191	,580		
	Total	114,000	197			
Employing disabilities	Between Groups	8,445	6	1,407	1,419	,209
	Within Groups	189,474	191	,992		
	Total	197,919	197			

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Corporate image	Between Groups	4,646	6	,774	,956	,456
	Within Groups	154,667	191	,810		
	Total	159,313	197			
Employee attraction	Between Groups	5,379	6	,897	1,234	,290
	Within Groups	138,707	191	,726		
	Total	144,086	197			
Helping society	Between Groups	9,676	6	1,613	1,518	,174
	Within Groups	202,915	191	1,062		
	Total	212,591	197			
Helping nature	Between Groups	10,265	6	1,711	1,731	,116
	Within Groups	188,730	191	,988		
	Total	198,995	197			
Improving profitability	Between Groups	4,382	6	,730	,798	,573
	Within Groups	174,795	191	,915		
	Total	179,177	197			
Customer attraction	Between Groups	3,065	6	,511	1,089	,370
	Within Groups	89,581	191	,469		
	Total	92,646	197			

## Appendix 8

## Cronbach's Alpha and reliability analysis of consumer behavior attributes

## Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,689	,669	22

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Corporate Image	72,8218	50,694	,343	,368	,672
Environment	72,9307	52,403	,153	,511	,687
Location	72,9703	52,536	,082	,170	,697
Employee conditions	73,0297	50,109	,285	,493	,676
Price	72,3515	54,010	,019	,138	,698
Quality	71,9455	55,266	-,071	,168	,698
Practicality	72,1535	54,001	,043	,312	,694
Recognizability	73,7327	48,923	,349	,568	,669
Popularity	73,4455	49,910	,291	,469	,675
Social pressure	74,4010	50,281	,264	,363	,678
Knowledge of origin	73,0297	50,457	,242	,435	,680
Necessity	72,1238	54,606	-,019	,307	,700
Motivations/feelings	72,7574	48,911	,415	,341	,664
Culture	73,5743	47,887	,464	,407	,658
Social class	73,9851	48,025	,387	,385	,664
Others' consumer behavior	74,1040	48,770	,360	,376	,668
Friends/relatives	72,8119	51,228	,188	,256	,685
Manufacturer	72,8168	51,295	,251	,302	,679
Commercials	73,6980	49,207	,354	,307	,669
Internet	72,0050	52,841	,150	,223	,687
Social media	72,9109	47,445	,438	,415	,659
Word-of-mouth	72,9010	49,761	,321	,261	,672

## Appendix 9

## Cronbach's Alpha and reliability analysis of corporate CSR attributes

## Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,794	,797	17

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Importance of CSR	64,6717	39,866	,658	,560	,766
Economic responsibility	64,5202	42,271	,400	,295	,782
Legal responsibility	63,8889	43,429	,347	,424	,786
Ethical responsibility	64,0556	40,073	,635	,604	,767
Philanthropic responsibility	64,9242	39,847	,556	,474	,770
Acting by law	63,7121	44,673	,243	,330	,791
Quality products	63,9444	45,027	,164	,142	,795
Environment	64,2929	40,320	,580	,501	,770
Social good	64,6869	38,318	,597	,530	,765
Employee care	64,0960	40,107	,632	,510	,767
Employing disabilities	65,2273	39,192	,524	,411	,772
Corporate image	64,1061	45,730	,019	,405	,810
Helping society	65,0505	41,053	,349	,766	,787
Helping nature	64,8788	41,752	,309	,757	,790
Improving profitability	64,3333	44,284	,125	,220	,804
Employee attraction	64,6162	42,837	,286	,264	,790
Customer attraction	63,8636	44,667	,179	,413	,795



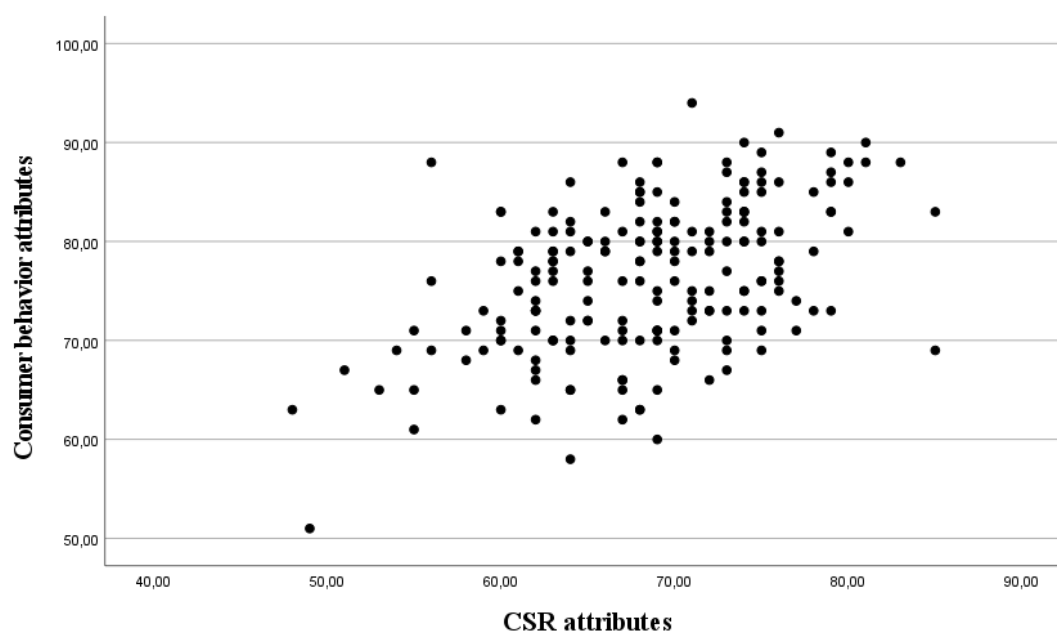
## Appendix 10

### Pearson's correlation between sum variables of consumer behavior and CSR

#### Correlations

		Consumer behavior	CSR
Consumer behavior	Pearson Correlation	1	,470**
	Sig. (2-tailed)		,000
	N	202	198
CSR	Pearson Correlation	,470**	1
	Sig. (2-tailed)	,000	
	N	198	198

\*\* . Correlation is significant at the 0.01 level (2-tailed).



## Appendix 11

## Cronbach's Alpha results for sum variables utilized in CFA and SEM

## Case Processing Summary

		N	%
Cases	Valid	202	100,0
	Excluded <sup>a</sup>	0	,0
	Total	202	100,0

a. Listwise deletion based on all variables in the procedure.

## Reliability Statistics

Cronbach's Alpha	N of Items
,331	10

## Reliability Statistics

Cronbach's Alpha	N of Items
,456	6

## Reliability Statistics

Cronbach's Alpha	N of Items
,504	6

## Case Processing Summary

		N	%
Cases	Valid	198	98,0
	Excluded <sup>a</sup>	4	2,0
	Total	202	100,0

a. Listwise deletion based on all variables in the procedure.

## Reliability Statistics

Cronbach's Alpha	N of Items
,640	4

## Reliability Statistics

Cronbach's Alpha	N of Items
,700	6

## Reliability Statistics

Cronbach's Alpha	N of Items
,350	6

## Appendix 12

### Fit indices for the Mplus model

#### Chi-Square Test of Model Fit

Value	22.000*
Degrees of Freedom	8
P-Value	0.0049
Scaling Correction Factor for MLR	1.0757

\* The chi-square value for MLM, MLMV, MLR, ULSMV, WLSM and WLSMV cannot be used for chi-square difference testing in the regular way. MLM, MLR and WLSM chi-square difference testing is described on the Mplus website. MLMV, WLSMV, and ULSMV difference testing is done using the DIFFTEST option.

#### RMSEA (Root Mean Square Error Of Approximation)

Estimate	0.093	
90 Percent C.I.	0.048	0.141
Probability RMSEA <= .05	0.058	

#### CFI/TLI

CFI	0.952
TLI	0.909

#### Chi-Square Test of Model Fit for the Baseline Model

Value	304.191
Degrees of Freedom	15
P-Value	0.0000

#### SRMR (Standardized Root Mean Square Residual)

Value	0.048
-------	-------

## Appendix 13

### Qualitative content analysis in NVivo (support of non-CSR corporations = NO)

The screenshot shows the NVivo software interface. The left sidebar displays the project structure, with the following categories visible:

- Quick Access
- IMPORT
- Data
  - Files
  - File Classifications
  - Externals
- ORGANIZE
- Coding
  - Codes
    - Impact of COVID-19 on CB
    - Support of non-CSR corporations
      - Support of non-CSR = DEPENDS
      - Support of non-CSR = NO**
      - Support of non-CSR = YES
    - Typical consumer behavior
    - Willingness to pay more for CSR friendly
      - Willingness to pay more = YES
      - Willingness to pay more = NO

The main window displays the results for the selected category, 'Support of non-CSR = NO'. The table below shows the data:

Name	Files	References
I would not support	1	80
Statement based	0	0
To support CSR	1	30
To have an impact	1	22
There's always a choice	1	5
Feeling based	0	0
Own values	1	7
Morality	1	10
I feel it's my responsibility	1	6

## Appendix 14

### Qualitative content analysis in NVivo (support of non-CSR corporations = DEPENDS)

The screenshot shows the NVivo software interface. The left sidebar displays the project structure, with the 'Coding' section expanded. Under 'Support of non-CSR corporations', the code 'Support of non-CSR = DEPENDS' is selected. The main window shows a hierarchical tree of codes and a table of references.

**Support of non-CSR = DEPENDS**

Name	Files	References
Depends	1	44
Price	0	0
Due to financial situation, yes	1	2
Being a student forces me to occasio	1	5
Information based issue	0	0
Lack of information	1	10
If the non-responsibility was clear	1	3
Dependent reasons	0	0
If the company is becoming more res	1	1
If I cannot find an alternative	1	9
Depends on CSR at hand	1	10
Careless consumption	0	0
When making impulsive decisions	1	1
By accident	1	3

## Appendix 15

### Qualitative content analysis in NVivo (support of non-CSR corporations = YES)

The screenshot shows the NVivo software interface. The left sidebar (Navigation pane) displays the project structure. Under the 'Coding' section, the code 'Support of non-CSR = YES' is selected. The main window (Workspace) displays a table of results for this code.

**Support of non-CSR = YES**

Name	Files	References
<input checked="" type="radio"/> I would support	1	41
<input type="radio"/> I prioritize my own needs	1	14
<input type="radio"/> I do not pay attention to CSR	1	14
<input type="radio"/> I believe in successful companies despite CSR	1	4
<input type="radio"/> Because it's cheaper	1	9

## Appendix 16

### Qualitative content analysis in NVivo (willingness to pay more = YES)

NVIVO

Gradu NVivo.nvp (Saved)

Quick Access

IMPORT

Data

Files

File Classifications

Externals

ORGANIZE

Coding

Codes

Impact of COVID-19 on CB

Support of non-CSR corporations

Support of non-CSR = DEPENDS

Support of non-CSR = NO

Support of non-CSR = YES

Typical consumer behavior

Willingness to pay more for CSR friendly

Willingness to pay more = YES

Willingness to pay more = NO

File Home Import Create Explore Share Modules

Clipboard Item Organize Query Visualize Code Autocode Range Uncode Code

Case Classification File Classification Workspace

Willingness to pay more = YES

Search Project

Name	Files	References
Willing to pay more	1	126
To make a change	0	0
To compensate something else	1	5
Having an impact on markets and societies	1	15
Ensuring such businesses last	1	15
Better future	1	7
Positive perceptions of	0	0
Transparency of actions	1	7
Quality	1	16
Importance of CSR in general	1	12
Other	0	0
Understanding responsibility can cost more in terms of manufacturing	1	16
Simply being able to	1	1
Based on feeling	0	0
Responsible towards greater good	1	14
Matches my values	1	7
Good conscience	1	11

## Appendix 17

### Qualitative content analysis in NVivo (willingness to pay more = NO)

**NVIVO**  
Gradu NVivo.nvp (Saved)

**Quick Access**

**IMPORT**

**Data**

- Files
- File Classifications
- Externals

**ORGANIZE**

**Coding**

- Codes
  - Impact of COVID-19 on CB
  - Support of non-CSR corporations
    - Support of non-CSR = DEPENDS
    - Support of non-CSR = NO
    - Support of non-CSR = YES
  - Typical consumer behavior
  - Willingness to pay more for CSR friendly
    - Willingness to pay more = YES
    - Willingness to pay more = NO

**File** **Home** **Import** **Create** **Explore** **Share** **Modules**

Clipboard Item Organize Query Visualize Code Autocode Range Code Uncode Case Classification File Classification Workspace

**Willingness to pay more = NO**

Name	Files	References
Not willing to pay more	1	47
Transparency	0	0
Not enough information	1	2
CSR is too superficial	1	2
Other	0	0
Market economy	1	2
Highly product dependent	1	1
Financial reasons	0	0
Trying to save money	1	7
Depends on price difference	1	9
CSR should lower the price	1	1
Being a student	1	9
CSR should be standard	0	0
Should already be included in price	1	5
CSR should not be benefitting	1	3
CSR itself should be a basic action	1	6